

Get Ready For Windows 8  
Where Does Windows 8 Fit In The Small Office?

Maintenance Basics  
Cable Management

Productivity Made Easy

## EPSON® WorkForce® Pro WP-4540

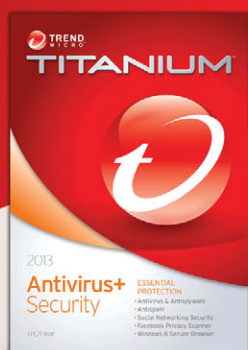
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# WE DON'T TRUST ANYONE. SO YOU CAN.

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## Trend Micro™ Titanium™ Maximum Security

This security software provides protection for everything you and others do online—email, bank, browse, and shop. Trend Micro's Titanium products also protect you on social networks to prevent viruses from entering your PC when you're online chatting, opening pictures, and downloading video. By identifying dangerous links, Titanium protects you when you're on Facebook, Twitter, Google+, LinkedIn, and Pinterest. Now you can be confident that it's safe to click on a shared link.

- Protection across platforms including Mac, Android phone, tablets and PCs no matter how you connect to the internet
- **Facebook Privacy Scanner** - Titanium identifies settings that may leave your personal information vulnerable, allowing you to easily make changes to keep your personal information private
- **Parental Controls** - Trend Micro™ Online Guardian for Families helps you protect your children against Internet dangers, including cyberbullying and online predators by allowing you to monitor their activities on Facebook, Twitter, MySpace, and YouTube
- Antivirus, antispyware, spam blockers, Windows Firewall booster

## Trend Micro™ Titanium™ Internet Security for Mac

With recent major outbreaks of malware like SabPub, Flashback, and MacDefender targeted at Mac users, it's more important than ever for Mac users to have online protection. What sets Trend Micro apart is that we *anticipate danger* and safeguard our customers and their devices before any harm can come to them. And Titanium features the same award-winning technology that Trend Micro uses to secure the world's biggest businesses.

- Defends your personal data from viruses, spyware, and malware
- Protects you from phishing scams
- Indicates dangerous links on Facebook, Twitter, Google+, LinkedIn, Pinterest, MySpace, Sina Weibo, and Mixi
- Blocks unsafe websites and warns about dangerous links before you click on them



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Without a keyboard and mouse, your computer is just a large paperweight festooned with flashing lights. These devices are what allow you to communicate with your system; we'll show you how to find, maintain, and troubleshoot them.



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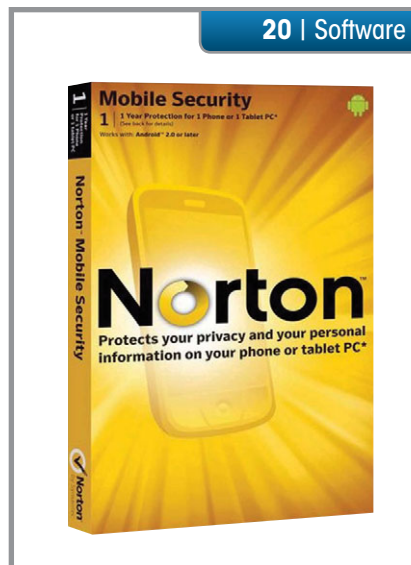
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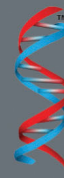


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# Technology News



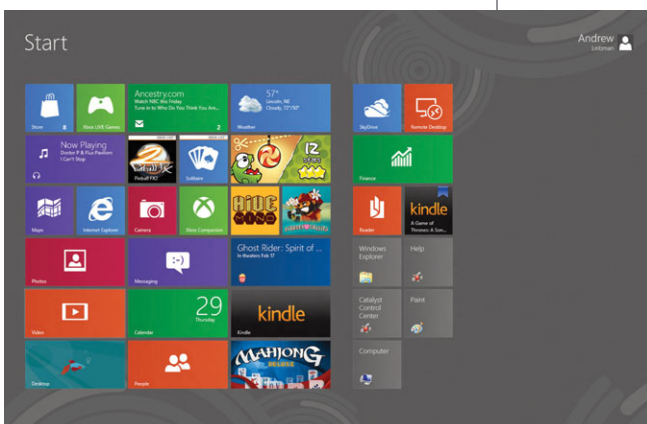
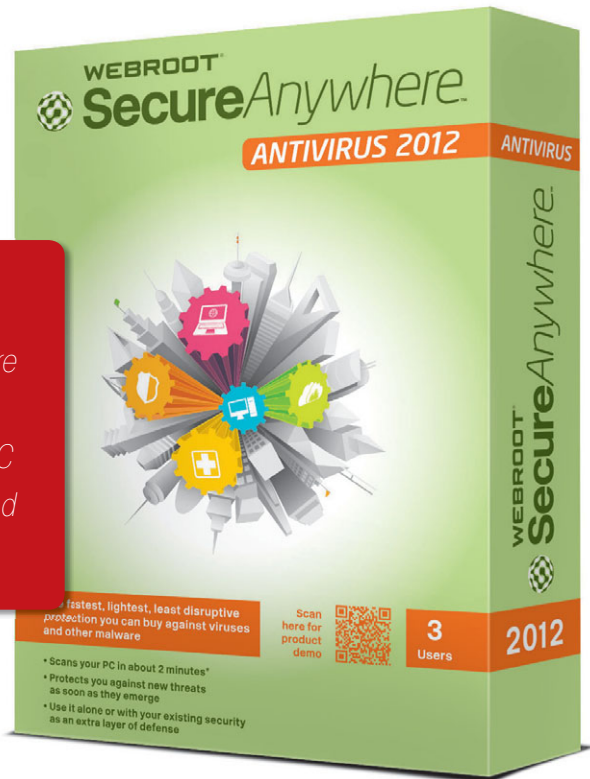
## BIG APPS

Flurry Analytics recently conducted a survey on the amount of time we spend using mobile apps. According to the report, the time mobile device users spend in photo and video apps grew 89%, to 231 minutes per month per active user, between October 2011 and March 2012. No other app category experienced better growth. Mobile device users also spent 72% more time using music apps, 66% more time using productivity apps, 54% more time using social networking apps, and 40% more time using entertainment apps.

## VIRUS & SPYWARE PROTECTION IN ONE

You know you need to protect your PC from viruses and spyware. What you don't need, however, is two separate applications to do it. Webroot SecureAnywhere AntiVirus 2012 (license covers 3 users) is a fast antivirus and spyware blocking application that won't slow your PC to a crawl; idle or active, it consumes significantly less memory than many of the leading antivirus utilities. After an initial scan, Webroot's software can often complete a full scan in two minutes or less. Webroot's software also won't conflict with your other security programs, so you can use it in conjunction with them for additional protection.

*Webroot  
SecureAnywhere  
AntiVirus 2012  
protects your PC  
from viruses and  
spyware.*



## THE END OF DESKTOP SOFTWARE AS WE KNOW IT

According to the analysts at Gartner, Microsoft's Windows 8 signals the death knell for desktop software as we know it. WinRT (Windows Runtime) applications, better known as apps for smartphones and tablets, will dominate the future of PCs and mobile devices. Despite this, Gartner expects users to continue to use traditional Win32 software for the next decade. Microsoft also said that it plans to continue to support and develop Win32 software, such as Microsoft Office in its current forms, for the foreseeable future.





### A THIRD OF YOUR DATA IN THE CLOUD

With so much talk of clouds, you might think it would be difficult to see what's on the horizon, but Gartner's analysts expect consumers to store 36% of their digital media, documents, and files in the cloud by 2016. That's a significant increase compared to current levels; at the end of 2011, just 7% of consumers' digital content was stored in the cloud. Even more impressive is the fact that by 2016 the average storage per household will grow to 3.3TB (terabytes) from the 2011 size of 464GB (gigabytes).

### GADGETS ARE DRIVING DISTRACTIONS

A new Harris Interactive study found that, in a four-week period, the average new car buyer performs about 37 different activities in the car that could be classified as distracted driving habits. Many of these bad habits involve technology. For instance, these drivers placed or answered a phone call eleven times, texted five times, and emailed from behind the wheel three times. Harris Interactive found that drivers between the ages of 18 and 34 were distracted 57 times in four weeks, making them the most distraction-prone group. Happily, these drivers also tended to be the most open to safety technologies.



### ULTRABOOKS ARE A HIT

Ultrabooks, thin notebooks with impressive battery life, have been in the news a lot lately, but how are they selling? Between January and May of this year, The NPD Group reports that Ultrabooks made up approximately 11% of the \$700+ Windows-based notebooks sold. Not bad at all.

*hard disk drive  
manufacturers  
had record revenues, up  
to \$9.6 billion in Q1 alone.*

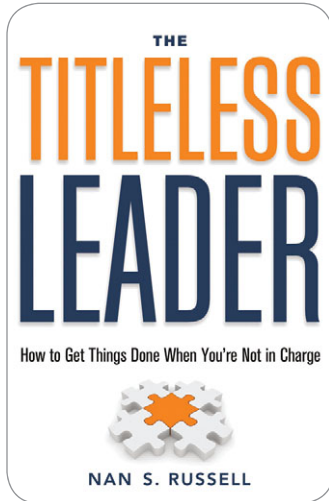


### HARD DRIVE SHORTAGE GOOD FOR MANUFACTURERS

The hard drive market has been suffering from supply constraints due to the Thailand flooding that occurred in October 2011. Although prices are still high, not everyone is suffering. A new IHS iSuppli report shows that hard disk drive manufacturers made record revenues, up to \$9.6 billion in Q1 alone. According to IHS iSuppli, the market won't fully recover until 2014.



# Business News



● The Titleless Leader is designed to improve your career and help you to get things done in an effective manner at work.

## THE TITLELESS LEADER

Nan S. Russell is a columnist who has shared her workplace insights with all kinds of people, including nonprofits and Fortune 100 companies. In The Titleless Leader, she explains how employees need to be able to communicate, work, and build influence without title or authority, because everyone is expected to manage responsibilities. The tips and advice provided in the book will help you to work in an environment of trust, engage others, and activate your leadership skills.

## HILTON HONORS BONUS POINTS

If you're a HHonors member, check out this promotion. From July 1st through September 30th, HHonors members will earn triple points for stays Friday through Sunday, and you'll get double points if you stay Monday through Thursday. Just register at [HHonors.com/Triple](http://HHonors.com/Triple). Participating brands include the Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton Hotels & Resorts, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Home-wood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations.



# HILTON HHONORS

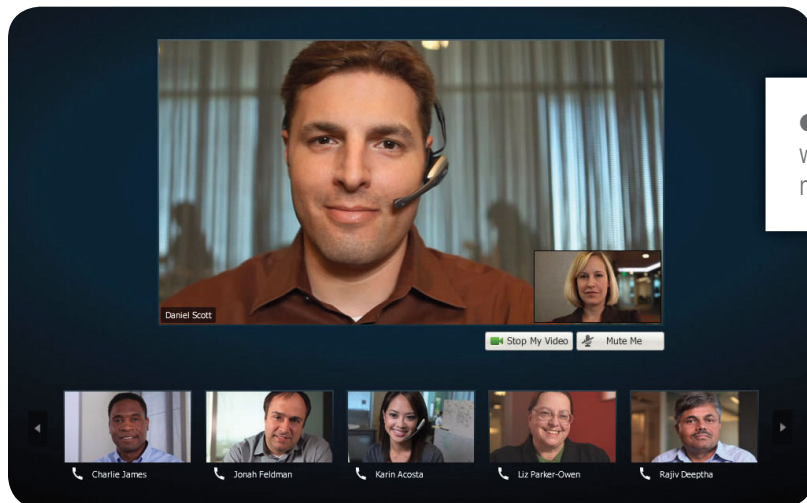
Sign up for this HHonors triple promotion to quickly gain points for future free stays.



## MOST COMMON OFFICE TIMEKILLERS

A recent survey from OfficeTime.net asked business professionals what their top three time killers are. Email was the biggest time waster, as it was listed by more than 47% of respondents. Procrastination came in second at 42%, while time sunk into social networks was the third most common, with 36% of all responses. The top five was rounded out by meetings (34%) and surfing the Internet (30%). Other popular answers include non-business related conversations, computer issues, dealing with bureaucracy, and commuting. Some 53% of those surveyed described themselves as business owners, freelancers, or executives, and 39% said they work in "white collar" positions.





● Small business owners are working remotely to stay connected with the office.

## SMALL BUSINESS OWNERS WORKING REMOTELY

A recent poll from Cisco found that almost half of small business owners plan to work remotely for at least two weeks this summer. And 15% of small business owners surveyed indicated that they will work remotely for 36 days or more over the course of the summer. Almost a quarter (23%) of respondents indicated that their companies rely on telecommuting technology, so they'll still be able to attend meetings when they're out of the office. The poll questioned business owners who said they had 100 or fewer employees.

## ● SMALL BUSINESS EVENTS

*Small business events give you a chance to learn critical management skills and network with professionals in related fields. Don't miss these upcoming opportunities. If you would like to see your event here, email [editor@smartcomputing.com](mailto:editor@smartcomputing.com) with the subject Small Business Event.*

**AMERICA'S SMALL BUSINESS DEVELOPMENT CENTER NETWORK CONFERENCE**  
New Orleans, La. | Sept. 11-14  
[www.asbdc-us.org](http://www.asbdc-us.org)

**ILLINOIS CHAMBER'S SMALL BUSINESS CONFERENCE & EXPO**  
Tinley Park, IL | Sept. 25th  
<http://ilchamber.org>

**WOMEN'S BUSINESS CONFERENCE 2012**  
Louisville, Ky. | Oct. 4-5  
<http://nawbo.org>

**THE NEW YORK ENTERPRISE REPORT SMALL BUSINESS AWARDS**  
New York City, N.Y. | Oct. 10  
[www.nyreport.com/awards](http://www.nyreport.com/awards)

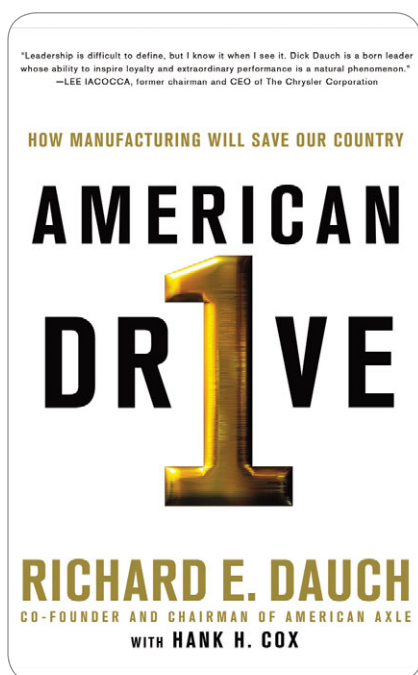
**SMALL BUSINESS BANKING CONFERENCE**  
Boca Raton, Fla. | November 7-9  
[www.americanbanker.com](http://www.americanbanker.com)

**SMALL BUSINESS EXPO**  
Los Angeles Calif. | Nov. 8  
[www.thesmallbusinessexpo.com](http://www.thesmallbusinessexpo.com)

## AMERICAN DRIVE

Richard Dauch founded American Axel And Manufacturing and converted a rusted-out car plant into a major, global parts supplier. In American Drive, Dauch tells his story and provides lessons on leadership, communication, negotiation, and making profits during difficult times. More than just a story about the auto industry, American Drive provides valuable advice on job creation and economic growth, as well as what businesses need in order to thrive in a global market.

● American Drive examines both the highs and lows of building a company, with a focus on the key factors that keep a company on course.



# Epson's WorkForce® Pro Printers Save Time & Money

## All-In-One Printers Combine Speed and Convenience

Benjamin Franklin once said, "Time is money," and the phrase still rings true today. Epson's WorkForce Pro lineup is designed to save you time by integrating all of your paper-related business tasks into a single device that prints, copies, scans, and faxes.

### Reload Paper & Change Ink Less Often

The WorkForce Pro series offers a massive paper capacity (330 pages for the WP-4530 and 580 pages for the WP-4540) and the printers use extra-large ink cartridges that can print their way through as many as four reams of paper. Even better, Epson notes that prints from a WorkForce Pro printer will cost up to 50% less than those made using a color laser printer.

### Do More, More Easily

The WorkForce Pro WP-4540 & WP-4530 feature a 30-page, two-sided auto document feeder that will make quick work of long one-sided and two-sided documents. Just place the pages into the feeder tray at the top of the printer to scan, copy, or fax the contents as a single file—no need to manually scan each page and then combine the pages into one document.

## Features and Specs



	WorkForce Pro 4530	WorkForce Pro 4540
Save On Ink Up To 50% vs. Color Laser	✓	✓
World's Fastest Auto 2-Sided Printing	✓	✓
ISO Print Speed Black/Color Two-Sided ISO Print Speed Black/Color	16 ppm/11 ppm 9.3 ppm/7.3 ppm	16 ppm/11 ppm 9.3 ppm/7.3 ppm
Paper Capacity	330 sheets	580 sheets
Auto Two-Sided Print/Copy/Scan/Fax	✓	✓
Annual Duty Cycle	20,000	20,000
LCD Screen	2.5-inch LCD	3.5-inch LCD and 5.8-inch touch panel
Wi-Fi & Ethernet Connectivity	✓	✓
Print from Smartphones and Tablets	✓	✓
High Yield Pro XL Ink Cartridges	✓	✓
Instant-Dry Ink	✓	✓
Operating Systems	Windows & Mac	Windows & Mac
Average Rating by Consumers*	4.4 out of 5 stars	4.4 out of 5 stars

\*Based upon Epson.com July 26, 2012

### Works With Your Mobile Devices

Epson all-in-ones include Epson Connect™

technology that lets you print wirelessly from your tablets and smartphones. This technology includes Email Print, which al-

lows you to print emails, Microsoft Office documents, photos and PDFs to the printer from any device that can email. ●



# Run your business at ***FULL SPEED***



**WorkForce® Pro  
WP-4530**

330-sheet  
paper capacity



**WorkForce® Pro  
WP-4540**

580-sheet  
paper capacity  
5.8" touch panel



***World's Fastest*** 2-sided printing<sup>1</sup>

***Save on Ink*** up to 50% vs. color laser<sup>2</sup>

***Print from*** tablets & smartphones

Visit [Epson.com/BuiltToPerform](http://Epson.com/BuiltToPerform) to learn more.

1 Fastest in its class; printing black text in default, two-sided mode, in accordance with ISO/IEC 24734. Compared to inkjet all-in-ones priced at \$499 or less, as of January 2011, based on manufacturers' rated ISO speeds or independent testing.

2 Compared with best-selling color laser all-in-ones priced at \$699 or less, as of December 2011. Calculation based on continuous printing with highest-capacity cartridges. Actual savings will vary based on print task and use conditions.

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Watch how fast!

SCAN ►  
or  
TEXT  
wfpro  
to  
888000



Std msg & data rates may apply

# Small Business Resources

The Web has a trove of resources for SOHOs (small and home offices) and small businesses—if you know where to look. Find an association that can help you meet your goals; get information from the government about loans, grants, and taxes; and stay up-to-date with the best small business newsletters and blogs. If you have a pressing question, pose it on a forum to see what your peers have to say.



## ASSOCIATIONS & SUPPORT

Better Business Bureau  
[www.bbb.org](http://www.bbb.org)  
(703) 276-0100  
4200 Wilson Blvd.  
STE 800  
Arlington, VA  
22203-1838

**Main Street Alliance (MSA)**  
[mainstreetalliance.org](http://mainstreetalliance.org)  
[info@mainstreetalliance.org](mailto:info@mainstreetalliance.org)  
(603) 831-1835  
3518 S. Edmunds St.  
Seattle, WA 98118

**National Federation of Independent Businesses (NFIB)**  
[www.nfib.com](http://www.nfib.com)  
(800) 634-2669  
(615) 872-5800  
53 Century Blvd.  
STE 250  
Nashville, TN 37214

**National Small Business Association (NSBA)**  
[nsba.biz](http://nsba.biz)  
(202) 293-8830  
1156 15th St., STE 1100  
Washington, DC 20005

## SCORE

[www.score.org](http://www.score.org)  
(800) 634-0245  
(703) 487-3612  
1175 Herndon Pkwy  
STE 900  
Herndon, VA 20170

**Small Business Development Centers Network (SBDNET)**  
[www.sbdnet.org](http://www.sbdnet.org)  
(800) 689-1912  
501 W. Durango Blvd.  
San Antonio, TX 78207



## BLOGS

**Signal vs. Noise**  
[37signals.com/svn/posts](http://37signals.com/svn/posts)

**Small Business Search Marketing**  
[www.smallbusinesssem.com](http://www.smallbusinesssem.com)

**Small Biz Bee**  
[smallbizbee.com](http://smallbizbee.com)

**Small Business Trends**  
[smallbiztrends.com](http://smallbiztrends.com)

**The Small Business Blog**  
[www.sme-blog.com](http://www.sme-blog.com)



**The Entrepreneurial Mind**  
[www.drjeffcornwall.com](http://www.drjeffcornwall.com)



## FORUMS

**Small Business Administration Community**  
[www.sba.gov/community](http://www.sba.gov/community)

**The Small Business Community Forums**  
[www.smallbusinessforums.org](http://www.smallbusinessforums.org)

**Small Business Ideas Forum**  
[www.smallbusinessbrief.com/forum](http://www.smallbusinessbrief.com/forum)

**The Young Entrepreneur**  
[www.youngentrepreneur.com/forum](http://www.youngentrepreneur.com/forum)



## GOVERNMENT

**Grants.gov**

**House Committee On Small Business**  
[smallbusiness.house.gov](http://smallbusiness.house.gov)

**Small Business and Self-Employed Tax Center**  
[www.irs.gov/businesses/small](http://www.irs.gov/businesses/small)

**Small Business Administration (SBA)**  
[sba.gov](http://sba.gov)

**U.S. Copyright Office**  
[copyright.gov](http://copyright.gov)

**U.S. Department of Labor**  
[dol.gov](http://dol.gov)

**U.S. Senate Committee on Small Business & Entrepreneurship**  
[sbc.senate.gov](http://sbc.senate.gov)



# Small Business Development Centers

## Assistance For Entrepreneurs

**H**aven't the foggiest idea how to harness your entrepreneurial spirit, pull yourself anywhere using bootstraps, or think in or out of a box? Starting and running your own business is tough, but fortunately for prospective and current small business owners, SBDCs (Small Business Development Centers; [asbdc-us.org](http://asbdc-us.org)) dispense with the clichés and offer training, counseling, and other assistance to help you craft your vision into a real-world success.

### Run A Small Business

Pooling resources from federal, state, and local governments, as well as the private sector and the educational community, The Association of Small Business Development Centers is truly a joint venture with a vested interest in fostering small business growth. For an overview of what the SBDC can offer you and your small business, visit [bit.ly/dKYe2a](http://bit.ly/dKYe2a). The SBA (Small Business Administration; [www.sba.gov](http://www.sba.gov)) is partnered with SBDCs.

### Help On Your Turf

You may be surprised to learn that there's probably an SBDC branch nearby; there are locations in all 50 states, in the District of Columbia, Puerto Rico, and even in the U.S. territories. There are 63 nationwide Lead Small Business Development Centers coordinating program services for every sub-center and satellite location in each state. Centers are made up of directors, full-time staff members, and various part-time staff and volunteers.

The best way to contact your nearest SBDC is to visit the Association of

Small Business Development Centers' Web site ([asbdc-us.org](http://asbdc-us.org)), input your ZIP code into the Find Your Nearest Small Business Development Center text box, and then click Go. The results page will highlight Lead Centers but rank centers in order of those closest to your location. Often, SBDCs partner with universities and colleges, and tend to be found on campuses across the country. On the search results page, you'll also find a link to the local office's Web page,

### Frequent Question

If you're like many other people starting a small business, funding is at the top of your mind. A common question that entrepreneurs have for SBDCs is: "Am I eligible for grant money?"

The answer depends on the nature of your business. Grants.gov ([www.grants.gov](http://www.grants.gov)) will give you a clear picture of your options before your visit to a Small Business Development Center.

email address, phone number, a fax number if available, and address.

### The Closest Thing To A Free Lunch

The services offered may vary by location, but all SBDCs offer many services free of charge. Some typical services you can expect from your nearest SBDC include help with financial, marketing, production, or-

ganization, engineering, and technical problems and access to feasibility studies that can flesh out a fledgling business plan. Some SBDCs also offer affordable training seminars to help with various aspects of running a business. You can also rest assured that your business with the SBDC will remain confidential.

### Women's Business Centers

The SBA offers WBCs (Women's Business Centers), which directly serve female entrepreneurs through nearly 100 educational centers nationwide. This organization strives to assist women in overcoming the hurdles they face in today's business environment by offering business management training and technical assistance to all women, with a special emphasis on economically or socially disadvantaged women. The services and training programs are also commonly offered in multiple languages to enable those who speak English as a second language or are still learning English. To find your nearest WBC, visit [bit.ly/hs3st2](http://bit.ly/hs3st2).

### Small Business, Big Payoff

Small business owners know that achieving success is about taking risks, innovating, and making tough decisions day in and day out. Thanks to the services offered at the SBA, SBDCs, and WBCs, you're not on your own. ●



## A Tablet For An Office On The Go

# Archos G9 8-inch

More powerful multitasking, presentations, and Web surfing. That's the promise behind the Archos G9 8-inch tablet, which features the Texas Instruments OMAP 4 multicore processor.

- 8-inch, 1,024 x 768, 4:3 ratio screen display provides enough space for presentations, browsing, and multimedia
- 4GB memory
- Comes with a trial of Pictel Smart Office, letting you read and edit Microsoft Word, Excel, and PowerPoint files
- Android 3.2 Honeycomb, upgradeable to Android 4.0 "Ice Cream Sandwich," which is specifically designed for tablets
- Comes with the Google suite of mobile applications, plus full access to the Android Market, with more than 400,000 apps
- Compact and lightweight, measuring 8.9 x 6.1 x 0.46-inches (WxHxD) and weighing 1.4 pounds



## Compact Size & Powerful Zoom

# Canon PowerShot SX150 IS

The Canon PowerShot SX150 IS has all the simplicity and compact design of a point-and-shoot camera, but with professional-grade extras, including a 12x optical zoom lens and 28mm wide-angle capability for memorable group shots and stunning scenery.

- 12x optical zoom, 4x digital zoom, 48x combined zoom
- Optical Image Stabilizer System for better long-range photography
- 3-inch full-color LCD with wide viewing angles
- Smart AUTO feature detects environmental factors to select the best of 32 predefined shooting situations
- 720p HD video recording with stereo audio and support for zooming
- Uses replaceable AA alkaline batteries and includes a set to get you started
- One year limited warranty



## An Inkjet Workhorse

## Epson WorkForce Pro WP-4530 All-In-One Printer

The WorkForce Pro WP-4530 from Epson produces automatic two-sided prints quickly. This unit supports ISO (International Organization for Standardization) recognized print speeds of 16ppm black and 11ppm color. It's also one of the more efficient models you'll find, with a cost-per-page as low as half of what you'd pay using a color laser printer.

- Save on Ink - Up to 50% vs. Color Laser
- World's Fastest Auto 2-sided Printing
- Copy/scan/fax 2-sided documents
- 330-sheet paper capacity, 30-sheet automatic document feeder
- Wireless & Ethernet Connectivity
- Annual duty cycle of 20,000 pages
- Print wirelessly from tablets and smartphones

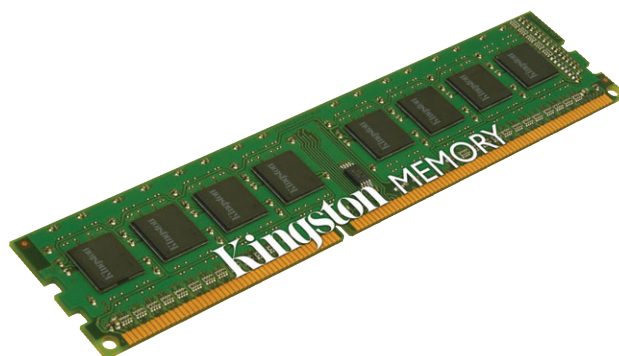


## Give Your System Memory A Boost

## Kingston HyperX 4GB DDR3-1333

Upgrading your PC memory makes a lot of sense, whether you're adding more memory or replacing old memory. Kingston's HyperX memory has been rigorously tested using the most punishing workloads, so you can rest assured it will stand up to yours.

- Runs at 1,333MHz (PC3-10666)
- Low CAS (Column Address Strobe) Latency (9-9-9) lets this module process data more quickly
- Fits into any desktop PC that supports 240-pin DDR3 SDRAM
- Free technical support
- Lifetime warranty
- Supports Intel XMP auto-overclocking function for superior performance
- Rated to run at a low-power 1.5-volts





## Puts The Ultra In Ultrabook

# Lenovo Ideapad U310-4375-2YU

The differences between an Ultrabook and a traditional notebook are subtle but important. The Lenovo Ideapad U310 will improve your on-the-road productivity, thanks to superior processing power, longer battery life, and a sleek, thin design.

- 3rd-generation Intel Core i5-3317U processor with 1.7GHz clock and Intel Turbo Boost Technology 2.0 for extra power when you need it
- 4GB DDR3-1600 memory
- 500GB SATA hard drive, plus a 32GB SSD
- 13.3-inch HD LED-backlit display with a 1,366 x 768 native resolution
- Windows 7 Home Premium and a \$14.99 upgrade to Windows 8 (see [www.windowsupgradeoffer.com](http://www.windowsupgradeoffer.com) for more details)
- Measures 8.8 x 0.7 x 13.1 inches (WxHxD); weighs 3.75 pounds



## Hear & Be Heard Better Than Ever

# Plantronics Blackwire C620-M Wired VoIP Telephone Headset

If you spend a good deal of time on the phone and participating in webinars and conference calls, then you probably already have a headset. Upgrade to Plantronics' Blackwire C620 to hear what you've been missing.

- Supports Microsoft Office Communicator 2007
- Delivers crystal-clear wideband audio performance, ideally suited to PC telephony
- Dynamic EQ automatically detects the source and adjusts settings for voice, music, or multimedia
- Noise-canceling microphone eliminates distortion and excess environmental noise
- Digital Signal Processing delivers superior audio performance
- SoundGuard prevents loud, sharp noises that could otherwise interrupt the conversation
- Plug-and-play USB connection



Flexible · Secure · Ergonomic

# DoubleSight Displays

## Flex Monitor Arms

DoubleSight Display's Flex Monitor mounting solutions are the perfect mounting solution for LCD monitors of all sizes, all-in-one computers, and LCD televisions.

The Flex Series offers a variety of arm options, providing height, tilt, pivot, and swivel adjustments, and allowing you to customize your view. Once fixed to the desktop or wall, Flex Arms provide a secure and ergonomic mount.

- Articulating Arm and Swing models for any size monitor
- Mount multiple monitors on a single pole
- Fully adjustable, ergonomic fit for any user
- Eliminate desktop clutter with built-in cable management
- Secures monitor in place for theft deterrence
- All Flex Monitor arms and stands ship completely assembled



An Upgrade For Your Eyes

# Samsung S24B240BL

## 24-inch LED Monitor

Samsung builds quality displays and the company owes much of its reputation in the industry to the strength of its display brand. The S24B240BL further cements that reputation. This LED backlit monitor offers excellent color, brightness, and contrast performance, regardless of what you're viewing.

- LED backlight consumes up to 40% less energy and generates less heat than traditionally backlit monitors
- 5ms response time eliminates motion judder, blurring, and ghosting
- 1,920 x 1,080 HD native resolution
- Automatic-off timer shuts the display off when inactive
- 1,000:1 static contrast ratio
- 250cd/m2 brightness
- DVI and VGA inputs
- Wide 170/160-degree viewing angles



## Have Computer, Will Travel

# Samsonite Travel Accessories Computer Travel Kit

Too often we travel with our computers and discover while on the road that we've forgotten some important accessory. Not anymore. This handy kit has everything you need to make your travel trouble-free.

- Multi-card reader
- 4-port USB hub
- Rubberized travel mouse
- Travel keypad
- Weighs only 3 pounds; drop into a laptop case or overnight bag
- Handy zipper pouch securely contains all items



## Just The Right Angle

# Allsop Curve Notebook Stand

Let's face it: The typical notebook computer screen just doesn't sit on your desktop at the best angle for viewing. The Allsop Curve Notebook Stand fixes that by letting you raise and tilt your notebook to the height and angle that's right for you.

- Adds ergonomic benefits and style when using your notebook as your main system
- Sliding black feet make it easy to raise or lower your notebook screen to the right angle
- Can support notebooks up to 17 inches and monitors up to 40 pounds
- Durable steel construction and chrome-like base; a front lip helps keep the notebook in place, while the soft-grip surface has perforated holes for airflow
- Lets you easily add your own keyboard and mouse



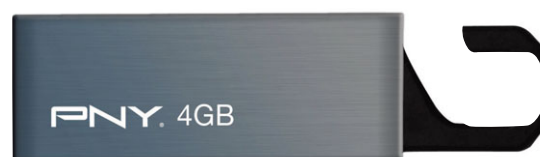


## Store & Share What You Need (& Then Some)

# PNY 4GB Clip-On Attache USB 2.0 Flash Drive

Storing, transporting, and sharing important files and videos is easy with the 4GB Clip-On Attache USB 2.0 Flash Drive from PNY. The ultra-compact drive has a sliding hook that securely attaches to almost anything.

- Works with most PC and Mac notebooks and desktops with a USB 2.0 port, and is backward-compatible with USB 1.0
- Flash memory is high-performance and consumes little power
- Design is ultra-thin, metallic, and sliding, making it a compact, durable choice for storage on-the-go



## Quiet Cooling

# Antec Notebook Cooler

Anyone who's held a notebook or had it sit on a desktop for long knows that notebooks put out a lot of heat. The Antec Notebook Cooler can reduce notebook heat, helping to protect your investment.

- The aluminum surface takes heat away from the notebook, and rear and side vents help to dissipate the heat
- Works with all Mac and PC notebooks with screens up to 16 inches
- Draws power from any USB port; no batteries or power cord needed
- Dual 80mm fans are quiet and have a double ball-bearing design to increase reliability
- Includes Antec Quality three-year warranty on parts and labor



## Easily Remove Unwanted Content

# Adobe Photoshop

Creative Suite 6

Adobe Photoshop CS6 (Creative Suite 6) introduces a Content-Aware Patch feature that lets you remove unwanted content and replace the space with a patch that will seamlessly integrate into your photo. CS6 also comes with a new graphics engine to speed up the rendering process.

- New crop tool for greater precision when cutting images
- Preset migration and sharing tools to let you share your configuration on all the PCs where CS6 is installed
- Adaptive wide-angle adjustment to straighten distorted objects
- Improved auto-correction quickly enhances your photos

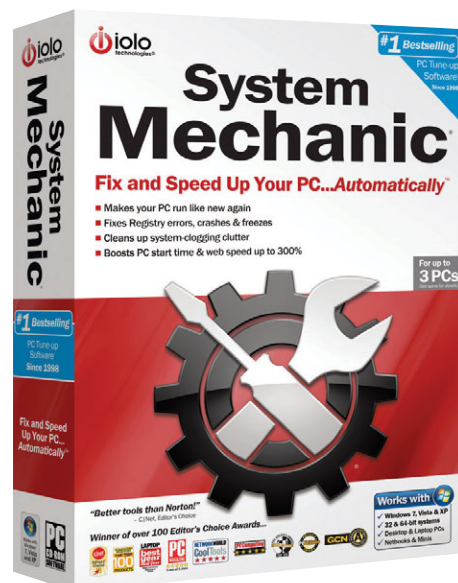


## Speed Up Your Computer

# Iolo System Mechanic

System Mechanic runs over 200 critical tests, spread among 50 diagnostic tools, to determine what is slowing down your PC. The software can also resolve the issues it discovers, so it automatically eliminates whatever's bogging down your computer.

- Status gauge indicates overall system condition
- Optimizes Windows startup
- Accelerate the load-time and operation of applications
- Cleans and fixes the Windows Registry
- Automatically updates PC drivers

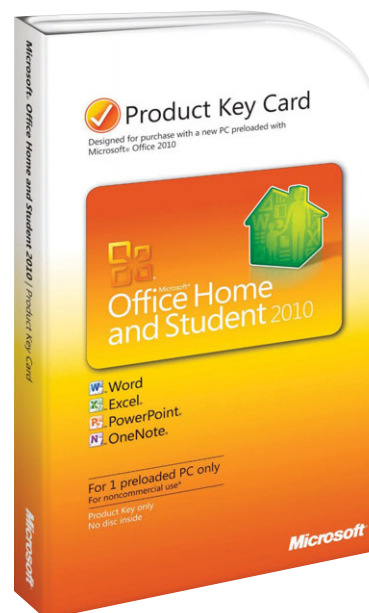


## Office On Three PCs

# Microsoft Office Home & Student 2010

Office Home & Student bundles the 2010 editions of Word, Excel, PowerPoint, and OneNote. This package provides a disc and product key that you can use on up to three different computers. The 2010 edition is also compatible with Office Web Apps, so you can share and edit them online.

- Provides co-authoring tools for Word, PowerPoint, and OneNote to let others work simultaneously on a document with you
- Excel includes spreadsheet graph and analysis features
- OneNote gives you a way to compile resources in one area
- Word 2010 lets you create documents with photos and text effects

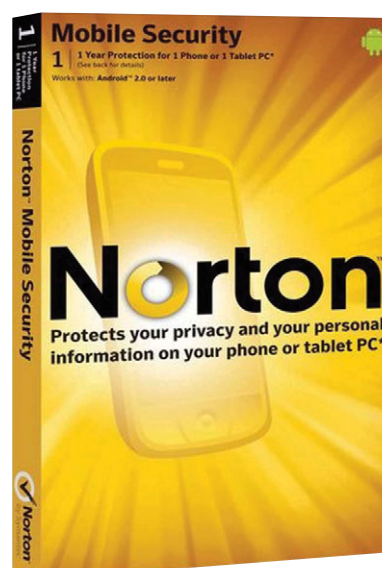


## Protection On The Go

# Norton Mobile Security

Looking for a way to protect your mobile devices? Norton's Mobile Security features a call and text blocker; will scan downloaded apps and updates for threats, and can prevent others from using your phone if it's lost or stolen.

- Remote lock and wipe capabilities block others from accessing data stored on your phone
- Remote Locate feature can help you to locate a lost phone
- Blocks fraudulent websites that may appear when you use mobile networks
- Instantly locks phone if SIM card is removed



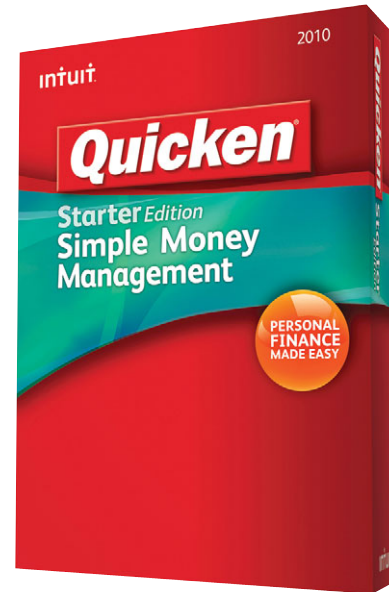


## Avoid Late Fees

# Quicken Starter Edition

With the Starter Edition of Quicken, you'll be able to organize your bank account and credit cards to keep track of your income and expenses. All information is automatically downloaded, so you won't have to deal with any manual transactions.

- Set budget goals based on how much money you've spent in the past on specific categories
- Avoid late fees: reminders alert you when bills are due
- Graphs provide you with a picture of what's going on with your money
- Export data to TurboTax for easy, accurate tax preparation

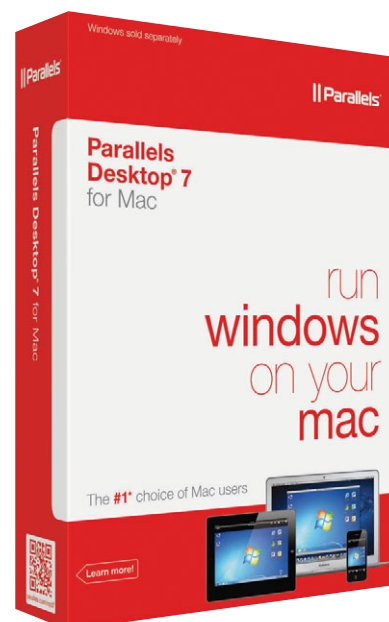


## Run Windows On Your Mac

# Parallels Desktop 7 for Mac

If you need to run Windows applications but own a Mac, Parallels Desktop 7 for Mac is ideal. The program allows you to run both Windows and Mac OS X Lion programs separately or side-by-side.

- No need to reboot; both operating systems can run at one time
- Drag and drop files between Windows and Mac applications
- Allows Windows to support Apple Gestures and keyboard shortcuts
- Windows can operate in full-screen or windowed mode
- Compatible with Windows 7 and Windows 8



## Desktop & Mobile Security

# Trend Micro Titanium Maximum Security 2012

This high-end security suite from Trend Micro bundles a variety of utilities to help you protect your computers. In addition to traditional malware and firewall protection, the package also offers a password manager, 10GB of encrypted storage, and social network security.

- Smartphone and tablet protection for Android, Symbian, iOS, and Windows devices
- Secure folders to protect sensitive information on your computer
- Scans your social networks for malicious links
- System Tuner optimizes your PC's performance



## Read Barcodes, Track Inventory

# WaspNest Barcode Laser Suite Business Edition

This business-oriented barcode suite comes with the WaspLabeler and provides an all-in-one solution for inventory management. The software integrates easily with Microsoft Office applications. One purchase includes five user licenses.

- Input data manually or import from an existing data source for label data
- 100 pre-built barcode templates make it easy to create labels, badges, and coupons
- Scanner can read barcodes up to 2 feet away
- Includes WaspTrack Inventory Tracking Software



# Inkjet Printers

One of the best reasons to get an inkjet printer is its ability to produce vibrant photo-quality images in short order. They're also great at printing sharp high-quality text for documents. Inkjets are also known for being remarkably affordable and easy to use and maintain. Today's inkjet printers can handle workloads as light as a few pages a day or high-production workloads that can chew through more than a ream every day. If you're in the market for a new inkjet, then you've turned to the right page.

You need to keep up on the maintenance of your inkjet to ensure that it continues to function at its peak well beyond the limits of its warranty term. That's why we've included a handful of maintenance tips that are simple enough that even the inkjet-uninitiated can perform them. These tasks are also generic enough that they'll benefit any printer if performed on a regular basis.

When there's trouble in printer paradise, don't trash your inkjet just yet; instead, follow the tips in our inkjet printer troubleshooting guide to get it back up and running again. Here you'll find a few plain-English fixes for some of the more common inkjet printer problems you're likely to encounter.

There are a lot of options to consider when shopping for the best inkjet for your needs. Therefore, we've also included an inkjet printer buyer's guide that will help you comparison-shop the wide spectrum of inkjets currently available, from wide-format photo printers to convenient All-In-Ones, and from compact units for cramped offices to professional-class models that operate at the speed of your business. Here we've included pricing, the company's URL, and a handful of features we think you'll appreciate, whether you're looking for an inkjet for the home or office. ●

**Inkjets are also known for being remarkably affordable and easy to use and maintain.**





# Home & Small Office Technology



# Printer Upkeep

## Inkjet Printer Maintenance Tips

Depending on its importance to your business, a down printer could toss a wrench into a single project or bring down the whole machine, causing everything to grind to a halt.

It's important to make sure your inkjet printer runs reliably for a long time. You can do so by performing simple maintenance tasks on a regular basis.

### Cartridges Care

Whenever your inkjet printer is due for one or more new ink cartridges, make sure you replace the cartridge exactly as described in the printer's manual. If you don't have the printer's manual, find it online, usually at the manufacturer's Web site. It's particularly important to keep the old ink cartridges in the printer until you have the replacements ready to install to avoid having dried ink plugging up the works.

### The Refill Pitfalls

One of the biggest printer expenses is the cost of replacing empty ink cartridges. Using a third-party vendor to refill your old ink cartridges can save a lot of money, but there are several reasons to be wary. Refilling an ink cartridge almost certainly voids the warranty of the ink cartridge, and in some cases, using refilled ink cartridges can void the warranty of the printer itself. Many printers also use special inks designed to dry quickly and resist



- ▲ Replace your empty ink cartridges with those recommended by your manufacturer.

fading, but there may be no way to determine if the ink refiller is using the same quality inks unless you buy the manufacturer's branded ink cartridges. Also, using manufacturer-recommended paper can help avoid paper jams that could result in expensive maintenance calls.

### Keep It Clean

It's a good idea to inspect and clean your printer every time you replace the ink cartridges. If you have an all-in-one unit with a scanner bed, clean the glass with a soft, dry, lint-free cloth. Mild glass cleaner can be used if necessary, but make sure the unit is turned off first and avoid using any abrasive or corrosive cleaners. Remove the paper tray, and wipe it

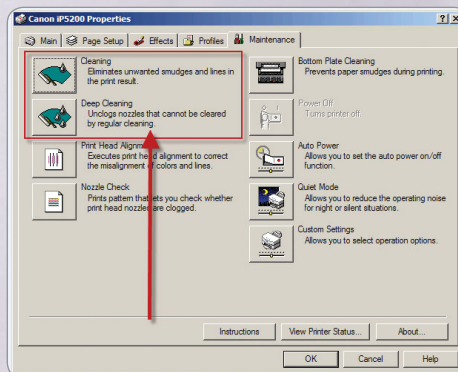




⌚ A test page like this will help you troubleshoot color accuracy and alignment issues that might plague your printer.



If you choose to use an ink refill system, make sure that doing so doesn't void your printer's warranty.



Most inkjet printer software has an option (or two) that lets you clean the printheads or nozzles.

down with a clean, dry cloth. If you encounter problems with the document feeder, then you may need to clean the rollers or other paper-feeding components. Follow the manual's instructions for cleaning these.

If prints come out streaked or smudged, you may need to clean the printhead. Most inkjets have an automated process that uses ink and plain white paper to clean the printhead, so consult your manual to determine how to initiate a printhead cleaning.

## Cool Your Inkjets

Every printer has a recommended or maximum duty cycle, which tells you how many pages the printer can churn out per month without unduly stressing its components. Although the maximum number is achievable, you may need to upgrade to a more capable printer if you're consistently demanding the upper limit from your current inkjet.

## Alignment Assignment

Most inkjet printers feature some sort of automated print-head alignment or print-quality improvement pro-

cess. If images or text looks skewed or jagged, consult your printer's manual to find out how to initiate the print-head alignment process. Typically the process involves printing a test page and examining the resulting patterns.

## Know Your Warranty Terms

If properly maintained, most inkjet printers can function reliably for years without requiring more than the most basic maintenance. That said, if your printer does begin malfunctioning, quickly note whether it is still under warranty by checking the manual. (When you bought the printer, you made sure to register it, right?) If it is still under warranty, avoid performing any task that might void the warranty, such as using third-party accessories or opening the case to repair the problem yourself.

## Immaculate Inkjet

If the phrase "printer maintenance" sounds daunting, don't fret; anyone can perform the tasks listed here. And if you keep up with it, your inkjet will continue to produce high-quality printouts for a long time. ●



# Printer Problems

## Troubleshoot Your Inkjet Printer

Regardless of how much you use your inkjet, when it's not working, you're stuck with a bulky, power-gobbling paperweight.



**B**ut you don't always need a professional to repair your printer; in fact, the most common inkjet printer problems have simple solutions. Follow these step-by-step instructions to get your inkjet up and running again.

### The LCD Spells It Out

Most inkjet printers feature an LCD display or touchscreen menu. If your inkjet is acting up, check the printer's display first. Here you'll commonly find messages that explain the problem or even describe the steps you can take to fix it. Messages you're likely to encounter include "low ink" (replace the ink cartridge), "communication error" (check the USB, Ethernet, or Wi-Fi connection), and "load media" (refill the paper tray).

### The Printer Won't Print

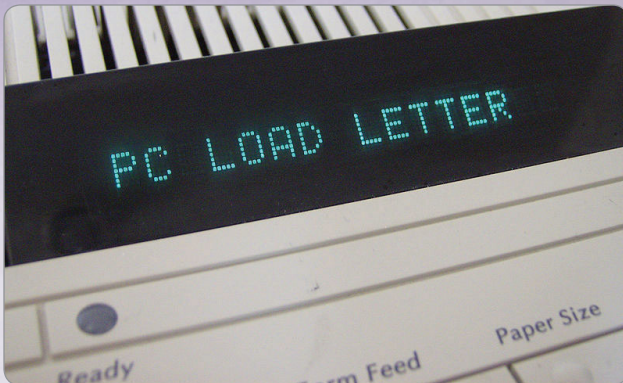
The first thing you need to do is make sure the printer is plugged in and turned on. Check the LCD for any error messages that might indicate the nature of the problem. If you're turning the printer on for the first time, ensure that all the packing materials and tape

- ⚠ When your printer is acting up, check the LCD first.

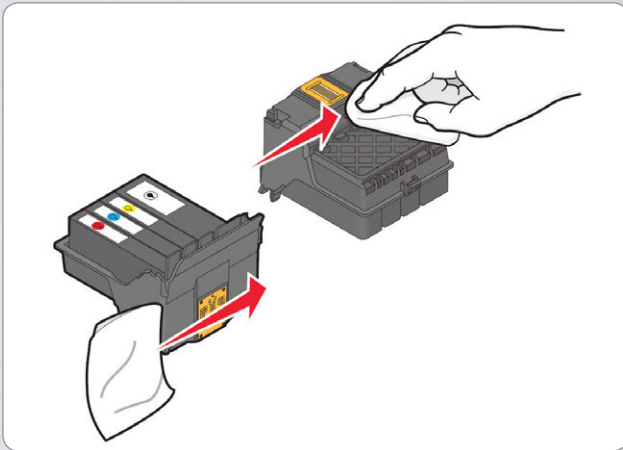
have been removed and that the ink cartridges have been properly installed. Open the compartments to do a visual inspection, and then firmly close them before trying the print operation again. Add paper to the paper tray if necessary.

If your inkjet printer uses a wired USB or Ethernet connection to your computer or router, make sure the USB/Ethernet cable is securely plugged in where appropriate. Keep in mind, you'll generally only need one or the other wired connection; don't use both. If the printer is connected via Wi-Fi, check its settings to determine that it is still connected to the network. If not, consult your manual and reconnect it.

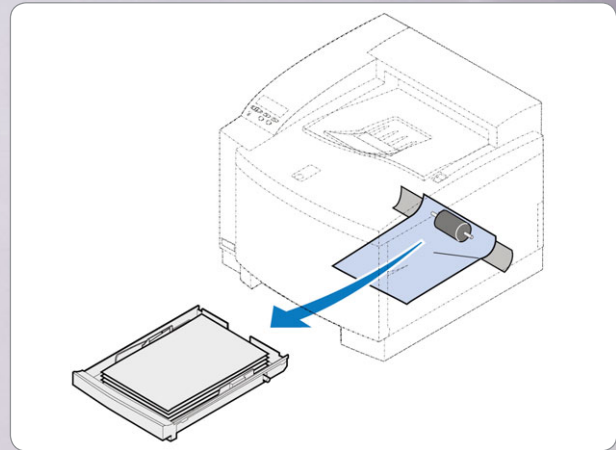
If you think the problem may be communication-based, then disconnect the inkjet printer from its current connection method (USB, Ethernet, Wi-Fi), and attempt to establish a connection using an alter-



If you don't know what a particular error means, look it up in your printer's manual. This one means that the 8.5 x 11-inch paper tray is empty.



- Ⓐ You can clean your ink cartridges, possibly improving image quality, using a soft dry cloth.



- Ⓐ The first step in clearing a paper jam is to remove the paper tray.

nate method. For example, if your printer is currently connected via Ethernet, remove the Ethernet cable and follow the manual's instructions for setting up a USB connection.

### Solve A Paper Jam

A paper jam is one of the most common problems you'll encounter with a printer. If the printer continues to attempt to feed the jammed paper, turn off the printer and unplug it. Next, remove the paper tray and attempt to remove the paper jam if it is visible from the paper tray slot. If not, open the various compartments and remove the paper jam—or as much of it as you can. Replace the paper tray, plug in the printer, and then turn it on. If necessary, resend the print job to see if the jam has been cleared. When the jam issue has been resolved, it's a good idea to consult your manual for tips on cleaning the

rollers and other mechanisms that may have been responsible for the paper jam.

### Low Quality Printouts

If your inkjet begins to produce low quality printouts that feature banding in text and images, uneven colors, missing colors, splotches, or other issues, then you may need to clean the printheads. Consult your manual for instructions on cleaning the printheads, which typically amounts to printing off a series of test patterns that can clear the printheads of excess ink. Next, check your ink cartridge levels. If any are getting low or have run out of ink, replace them. Also, make sure you're using only the recommended media and inks for your inkjet printer. Many photo printers require certain types of photo paper for the best results, so you'll get the best results if you adhere to those requirements. ●



## Brother MFC-J6910dw Inkjet All-In-One Printer

This business-oriented all-in-one supports duplex printing, scanning, and copying: Do more with less waste. Anyone can tap into the MFC-J6910dw's advanced features, thanks to the intuitive full-color 3.3-inch touchscreen menu.

- 12ppm (pages per minute) black and 10ppm color
- Maximum print speed: 35ppm black and 27ppm color
- Connect via 802.11b/g/n Wi-Fi networking or 10/100 wired Ethernet networking
- 6000 x 1200dpi (dots per inch) maximum print resolution and 2400 x 2400dpi maximum scan resolution
- Total paper capacity of 535 sheets
- Prints up to 11 x 17-inch documents



**brother**

## Canon PIXMA MX892 All-In-One Printer

This compact printer, scanner, and copier easily handles your printing needs, thanks to integrated wireless networking. Also supports AirPrint, which lets iPad, iPhone, or iPod touch users print emails, documents, and more.

- 12.5ppm black and 9.3ppm color
- 4 x 6-inch borderless photos in as little as 20 seconds
- Up to 9600 x 2400dpi print resolution and 2400 x 4800dpi scan resolution
- 5-color ink system; replace only the color that has been depleted
- 185-sheet capacity
- Automatic duplex printing



**Canon**



## Dell V725w All-In-One Printer

This versatile printer, copier, scanner, and fax machine from Dell suits your home as well as it fits in at the office. Its 2.4-inch color LCD lets even novice users easily perform advanced tasks, such as automatic duplex printing and connecting to the local Wi-Fi network.

- 10ppm black and 6ppm color
- Embedded wireless (802.11 b/g/n), Ethernet, USB 2.0
- 10,000 page maximum monthly duty cycle for handling business-class workloads
- Up to 4800 x 1200dpi print resolution, up to 1200 x 1200dpi scan resolution
- 150-sheet paper tray and 50-sheet automatic document feeder for a 200-sheet capacity
- ECO mode conserves energy



## Epson WorkForce 60 Inkjet Printer

The WorkForce 60 from Epson is an inkjet that can deliver stunning image and text quality on a budget. This printer also supports a variety of connectivity methods, including USB, 10/100 Ethernet wired networking, and 802.11b/g/n wireless networking.

- 15ppm black and 7.1ppm color
- 250-sheet paper tray capacity
- Separate black, cyan, magenta, and yellow ink cartridges; replace only the colors that are empty
- Supports instant-dry DURABrite Ultra Ink for impressive image and text results that resist fading
- Automatic duplex printing reduces paper waste
- High-capacity ink cartridges; print more without replacing the cartridges as often



## Epson B-510DN Business Color Inkjet Printer

The Epson B-510DN is designed to handle high volumes and, using high-yield inks, you can expect costs as low as 4 cents per page, 8,000 pages per black cartridge, and 7,000 pages per color cartridge.

- 19ppm black and 18ppm color
- Maximum print speed: 37ppm black and 37ppm color
- Monthly duty cycle of 20,000 pages
- Print onto irregular media, such as envelopes and labels
- 500-sheet paper tray supports letter and legal paper sizes; rear sheet feeder holds another 150 sheets (letter)
- Print resolution of up to 5760 x 1440dpi
- Available automatic duplexing conserves paper



# EPSON®

## HP Officejet 100 Mobile Printer

It can be frustrating to need to print something while on the road. This handy printer is compact enough to fit in your laptop bag, but capable of printing full-color images and crystal-clear text wherever you happen to be.

- 5ppm black and 3.5ppm color
- Maximum print speed: 22ppm black and 18ppm color
- Bluetooth wireless technology lets you print from Bluetooth-capable laptops and smartphones
- 50-sheet paper tray
- Monthly duty cycle of up to 500 pages
- Doubles as a 4 x 6-inch borderless photo printer
- Rechargeable battery; print even when away from an outlet



## Vupoint Photo Cube Photo Printer

The Vupoint Photo Cube is designed for those whose smartphones have replaced their digital cameras. Just dock your iOS or Android device to the printer, and print the images you've taken with the device.

- Approximate print speed of 55 seconds per photo
- Print one photo per page, four per page, or ten per page
- Print directly from your devices; no PC necessary
- 4 x 6-inch prints have a maximum resolution of 300dpi
- Measures just 4 x 6 x 7 inches (HxWxD)
- The unique ink and paper cartridges eliminate the need to purchase paper separately or fill paper trays
- Standard ink and paper cartridges support 36 borderless color photos



## Kodak Hero 9.1 All-In-One Printer

This All-In-One from Kodak makes it easy to print, copy, scan, and fax, thanks to the large 4.3-inch color touchscreen. Kodak's printers are some of the most economical, and you can save even more using high-volume ink cartridges and the automatic duplexing feature.

- 8.5ppm black and 5.5ppm color
- Borderless 4 x 6-inch photos in as little as 28 seconds
- Google Cloud Print and KODAK Email Print technologies let you print from your smartphone, tablet, or PC
- Up to 9600dpi color photo resolution, 1200 x 1200 monochrome text resolution, and 2400dpi scanner resolution
- 100-sheet paper tray and 40-sheet photo paper tray
- Connect via 802.11b/g/n Wi-Fi, 10/100 Ethernet, and USB 2.0







# The Ultra-Responsive Ultrabook™

## Here's To Less Waiting, More Doing

The average PC user spends about 13 minutes a day waiting for his system. That's three days per year wasted on slow boot-ups, sluggish applications, and seemingly frozen websites.

With the Ultrabook™, Intel® has made a giant technological leap forward, creating ultra-fast, ultra-portable PCs that feel noticeably more responsive than a traditional notebook. Welcome to a new era in mobile computing.

### No More Delays

One of the most common complaints is long boot-up times. Intel's Rapid Start Technology gives an Ultrabook™ the ability to move from standby to resuming application usage within seconds. An Ultrabook™ also remembers your most frequently-accessed bits of data, allowing it to offer near-instantaneous loading, a feat made possible by Intel's Smart Response Technology. The Ultrabook isn't just about fast loading though: Some Ultrabook™ models offer Intel® Smart Connect Technology, which can automatically check for new email, social network communications, and application updates even while in Sleep mode. When you switch the Ultrabook™ on, your new messages and updates will be waiting for you.

### The Ultrabook's Brain

The newest Ultrabook™ systems are built around Intel's 3rd-generation processors, which offer up to twice the media and graphics performance, compared to 2nd-generation models. Ultrabook™ devices feature smart Intel® processors that include Turbo Boost 2.0 technology to automatically ramp up CPU power when needed for an extra lift. You'll



Many Ultrabooks offer sleek, attractive exteriors.

also enjoy improved security and increased power efficiency that results in longer battery life. For example, Intel® Anti-Theft Technology makes it possible to lock down the system if it's lost or stolen. Intel® Identity Protection also secures your online banking and shopping activities.

### Why An Ultrabook™?

Ultrabook™ devices offer a more satisfying and responsive computing experience. Business travelers will appreciate the power, the slim design, and a battery powerful enough to support a full day's work. ●

### What Is An Ultrabook™?

An Ultrabook™ combines superior power with the ultimate in portability, providing an optimal blend of the responsiveness and smart capabilities you expect and the convenience and style you want. In doing so, it sets the standard for a new era in computing. By definition, an Ultrabook must have a battery life of at least five hours, and must be less than an inch thick. You'll find that most models easily exceed those criteria.

# A Small Business Edge

## Meet The Lenovo ThinkPad Edge E430

Featuring Intel Small Business Advantage

Accepted IT management tools, such as automatic data backup and software updates, are important for any business, helping to ensure productivity and enhance security.

Unfortunately, the cost of enterprise-level IT management means that the computers in a smaller business may not be managed as meticulously as they ought to be. The ThinkPad Edge E430 is built with Lenovo's Solutions For Small Business, powered by Intel's Small Business Advantage, serving as an ideal security and productivity solution. With such tools, you don't need a huge IT staff in order to keep your PCs more secure and your employees more productive.

### Efficient Administration

With Lenovo's Solutions for Small Business, you'll spend less time maintaining your business PCs. Here's why:

#### Software Monitor

- Makes certain that security software is running by observing it from the hardware level, so it can alert you if there's an attack that attempts to shut down the security software

#### Data Backup & Restore

- Automates after-hours backup of your critical data
- Back up to designated locations

#### USB Blocker

- Prevents unauthorized USB devices on your company PCs
- Reduces risk from viruses or malware accidentally being introduced via portable storage devices

#### PC Health Center

- Allows you to schedule PC maintenance after work hours to avoid interrupting employees



Lenovo ThinkPad  
Edge E430

- Maintenance includes system updates and disk defragmentation

- Schedule them to turn on before the workday begins

#### Energy Savings

- Automatically power down computers at day's end to reduce energy consumption and save money

With Lenovo's Solutions For Small Business, it's easy to keep your PCs healthy and more secure, and that means peace of mind at the end of the day. ●

### The ThinkPad Edge E430

This business laptop is built with a 3rd-generation Intel® Core™ processor and features a 14-inch HD display. You'll be able to use the ThinkPad Edge E430's 720p HD webcam to videoconference with clients, and the notebook's AccuType keyboard will help increase your typing precision when putting together emails and documents. Lenovo designs the Edge E430 with its Active Protection System, which protects the notebook's hard drive from damage.



# Mice & Keyboards

When you're working on the computer, it's likely that you're using the mouse and keyboard much of the time. It's therefore essential that your PC's input devices are functioning at peak efficiency. There are also a number of benefits from investing in an input device with extra features that can enhance your computing experience. Read on to discover what we'll cover in this mouse and keyboard feature.

## Maintenance

Given the daily beating your peripherals take (not to mention the possibility of spills in and around the desk), you'll need to perform some routine maintenance on your keyboard and mouse. It's also a good idea to know how to clean the devices to keep them in good working order. We'll show you how to do both.

## Troubleshooting

Unless you have a second mouse or keyboard hanging around, troubleshooting a broken mouse or keyboard is a valuable skill, because you should be able to quickly resolve your problem without needing to invest in (or borrow) a second input device when your original isn't working. Our basic fixes will get you through the tough spots when you can't type or move the cursor.

## Buying Advice

All mice and keyboards let you perform roughly the same tasks, but there are number of benefits to investing in an input device with extra features. For example, an ergonomic keyboard can improve your typing comfort over the course of the work day, and an optical/laser mouse can help you move your mouse pointer more smoothly and accurately. In our Buyer's Guide, we'll examine a number of new models of both types of device, and we'll note the device's key features so you can see if it's a good fit for you. ●



**Unless you have a second mouse or keyboard hanging around, troubleshooting a broken mouse or keyboard is a valuable skill.**





# Peripheral Maintenance Tips

## Keep Your Mouse & Keyboard Clean

Because the keyboard and mouse are, in most cases, how we physically interact with the PC, they often require the most regular maintenance.

**D**ust and debris can accumulate in the small openings in input peripherals, which can affect the functionality of the keyboard and mouse. Here, we'll provide you with some quick cleaning tips to ensure everything is working at peak condition.

### Clean Your Keyboard

With a keyboard, you'll want to use a can of compressed air to blow out any debris that has accumulated beneath the keyboard. We've found that it's best to turn the keyboard upside down when blowing it out, because that way the dirt will fall away from the keyboard, rather than some of it falling back onto your keys. To clean debris off the individual keys, you can dip a cotton swab in isopropyl alcohol and rub it over the key to loosen the grime. Then, you should be able to use a paper towel to wipe up the dirt.



⚠ It's best to turn your keyboard upside down when blowing it out.

### Clean Your Mouse

With an optical or laser mouse, you may want to occasionally clean off the lens and the area on the bottom of the mouse where the LED or laser beam exits. Dust can clog the opening and prevent your mouse from providing accurate cursor movement. Use a cotton swab dipped in warm water to clean off the lens.

### Sticky Keys

Let's say that you spill some pop into keyboard. Sure, you've tried to clean it up as best as you can, but

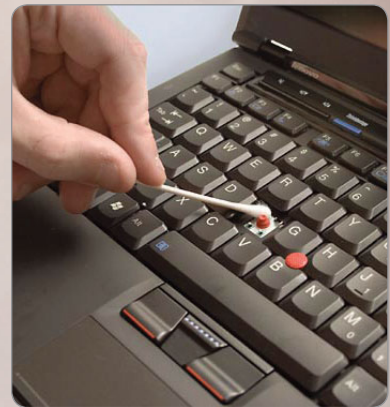




Ensure that there is no debris impeding the beam of your mouse.



You may need to wipe dust and dirt off the pads on the bottom of the mouse.



Typically, you can pop a key off to clean beneath it.

when it dried under the keypad, one of the keys started to stick whenever it was pressed down. To clean under the key, we'll need to pry it off the keyboard. Typically, you can use a flathead screwdriver to pop it off. Next, clean the backside of the key to remove any sticky substances. Then, dab a cotton swab in isopropyl alcohol and remove any dried-up pop from the base of the keypad. Snap the cap back onto the key switch and see if it no longer sticks.

### Smooth Moves

Debris can accumulate along the rubber or plasticized pads located in the corners along the bottom of most mice; this can make the mouse seem to stick and may result in a jerky mouse pointer. To clean off the dust, use a rag that's been dipped in water, and rub the dirt off the pads. If you use a mouse pad, you may also need to use the same method to clean off the

dirt spots off it. Note that an uneven or rough surface, such as a wooden desk with indentations (even very small ones), can wear out the rubber pads over time, so you may want to invest in a mouse pad to smooth out the surface.

### My Keyboard Is Covered In Dust

Wipe down the keyboard with a damp cloth. It's advisable to avoid any chemical solvents, because the chemicals may degenerate the plastic in the keyboard, which may reduce the visibility of lettering on the key caps. And unless the keyboard is specifically designed to be washed, you should not submerge the keyboard, because the water can short out the electronics inside it.

Performing these tasks on a monthly basis should keep your input devices in good shape and help lengthen the useful life of your mouse and keyboard. ●



# Troubleshoot Keyboards & Mice

We Help You Deal With Troublesome Peripherals

Unless you've got a touchscreen PC, your mouse and keyboard are almost the only way for you to enter content and select items onscreen.

**A**nd if they aren't working, then your computer is pretty much rendered useless. Fortunately, troubleshooting mice and keyboard problems is a fairly straightforward process. This article will help you when your mouse or keyboard isn't working correctly or won't respond at all.

## Wire Check

If your mouse or keyboard physically connects to your PC via a USB or PS/2 cable, you'll want to start by making sure that the connector is securely seated in the port. It's possible that the connector may appear connected, but you should unplug and reconnect it to make sure of the connection. Note that with a PS/2 plug (these days found mainly on older systems), you'll typically need to reboot the PC before it can detect that the device has been reconnected.

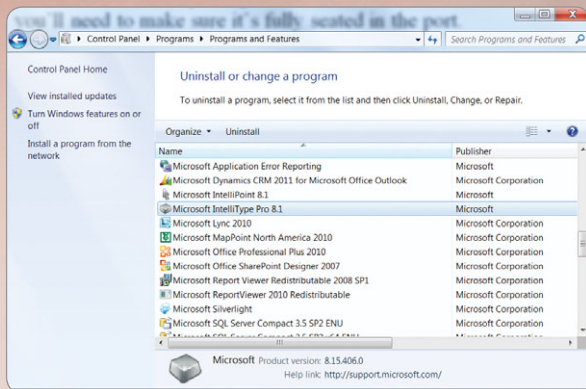


- ⚠ With a wired connection, you'll need to make sure it's fully seated in the port.

It's also possible that the port itself may be defective. Try plugging the mouse or keyboard into a different USB port. With a PS/2 device, you may need to try it on a different computer, because most new motherboards only offer one PS/2 port—if they have one at all. If the mouse or keyboard also won't work in a different port or computer, it may be defective.

## Wireless Connection Issues

Start by checking the wireless receiver's connection to your computer. Then, try installing new (or newly recharged) batteries into the problematic device.



Try reinstalling the drivers for your mouse or keyboard.



⚠ You may need to press the Connect button to allow your wireless device to “see” the receiver.



⚠ You can typically clean underneath the key cap if you have a sticky key.

Once you’re sure the receiver has a good connection and that the wireless peripheral has power, press the Connect button on both the receiver and input device, which should pair the signal.

When testing the wireless connection, do so with the wireless device close to the receiver. Interference from existing wireless signals, such as from a Wi-Fi network, can reduce the quality of the signal. If your mouse or keyboard connects via Bluetooth, it shouldn’t suffer as much from interference, but it may only have an effective range of around 20 feet, so you’ll need to ensure that you are within range.

### Key Jams

Do you have a key that occasionally sticks or is jammed? Assuming that you didn’t spill a sticky liquid in the keyboard (check out our “Peripheral Maintenance” article for how to fix that particular problem), it’s possible for dust, dirt, and crumbs to accumulate under one spot in the keyboard and prevent the key

from releasing. Use a can of compressed air to blow the debris out from beneath the key cap.

### Custom Drivers

Most keyboard and mice require no special drivers to run on your PC, but that’s not true of all models—especially more sophisticated mice and keyboards that have customizable buttons and keys. Try temporarily connecting a second mouse or keyboard (if you don’t have one lying around, perhaps you can borrow one from a friend) and uninstall the software associated with your mouse or keyboard. Then, reinstall the software and connect the input device. Make sure to follow any specific instructions that may be listed in the user’s manual.

If none of the solutions seem to get the mouse or keyboard working, it may be time to shop for a new one. Replacements are generally inexpensive, compared to the rest of the parts in a computer, so it won’t take a big chunk of your wallet to get you back up and running. ●



## Fellowes MicroBan 5-button Optical Mouse

Fellowes builds the MicroBan 5-button Optical Mouse with antimicrobial protection to inhibit the growth of bacteria and other microbes on the surface of the device. The mouse also provides five programmable buttons to let you configure it for use with your most common tasks.

- MicroBan protection keeps mouse clean, safe
- Compatible with Windows 98SE, 2000, ME, XP, Vista, and 7
- Optical beam for precise control of cursor
- USB wired connection



## Gear Head Wireless Optical Mouse

With Gear Head's Wireless Optical Mouse, you can change the device's resolution (measured in DPI, or dots per inch) from 500 to 1000dpi to achieve the mouse accuracy and pointer speed you prefer. The optical sensor in the mouse scans the desktop at up to 28 inches per second for super-accurate input.

- Automatic wireless synchronization via nano receiver
- During travel, receiver can be left in USB port or be stowed in the bottom of the mouse
- Wireless mouse uses 2.4GHz frequency for range of up to 30 feet
- Built-in scroll wheel for quick maneuverability in Web pages, documents, and spreadsheets





## HP Wireless Elite v2 Keyboard

For portability, the Wireless Elite v2 Keyboard provides an ultra-slim design. For responsive feedback, this full-size keyboard also features scissor-style keys.

- 2.4GHz wireless connection for up to 30 feet of range
- Offers fast-access hot keys and function keys to provide quick control
- Can connect with up to five devices at one time through HP Link-5
- Comfortable feel for typing convenience



## Kensington Pro Fit Washable Keyboard USB/PS2

This keyboard from Kensington is built using antimicrobial materials, so it's designed to prevent the growth of mold, mildew, and other microbes. It also offers a waterproof design that allows you to wash the keyboard for added convenience and cleanliness.

- Withstands complete immersion in water, as well as spray cleaners
- Resists spills, making cleaning easy
- Plug-and-play operation through built-in wired USB or PS/2 connection
- Standard 104-key layout



## Logitech Performance Mouse MX

This mouse features Logitech's Darkfield Laser Tracking technology, so that the device can be used on virtually any surface, including glass and lacquered desks.

- Four customizable thumb buttons let you quickly perform your most common tasks
- Sculpted design comfortably fits your hand
- Quick scrolling with click-to-scroll feature
- Uses Logitech Unifying receivers; compatible with other Logitech wireless products



## Logitech Wireless Keyboard K350

This wireless keyboard from Logitech offers an ergonomic design with a cushioned palm rest to allow you to type comfortably for long periods of time.

- Keys contoured in gradual wave shape to match the varied lengths of your fingers
- Three-year battery life
- Uses Logitech Unifying receiver—compatible with other Logitech wireless products
- Media access controls provide instant access to volume and playback
- Programmable Function keys



## Microsoft Touch Mouse

This mouse offers a touch-sensitive surface that can respond to gestures using up to three fingers or your thumb. The gestures let you quickly control Windows tasks, such as dragging, minimizing, and maximizing windows. You can also set up gestures for switching between tasks or moving forward and backward in your browser.

- Works with gestures optimized for Windows 8 navigation
- BlueTrack technology lets you use the mouse on virtually any surface
- Gestures provide intuitive way to perform common operations
- Bundled with nano receiver that can be stored within the mouse body

**Microsoft®**

## Staples Standard Keyboard

This sturdy but super-affordable keyboard requires no software installation and connects to your PC via USB.

- Standard 104-key layout with number pad
- 100% satisfaction guarantee from Staples
- USB connection for universal compatibility with PC
- Dimensions of .75 x 17.5 x 5.75 inches (HxWxD)

**STAPLES**

that was easy.™



## Targus Kaleidoscope Optical Retractable Mouse

This mouse is designed for use with a laptop, and it includes a retractable cable to save space in your travel bag. Targus also adds some style to the mouse, with an LED that illuminates the scroll wheel and bottom of mouse in up to seven colors.

- Uses reliable USB connection; no need for charging
- Compact design fits easily into a travel pack
- Optical technology to accurately read mouse movements
- Scroll wheel helps to quickly navigate browser, spreadsheets, and long documents



# Targus®

## Verbatim Wireless Slim Keyboard And Mouse

The mouse and keyboard bundle are both wireless, and the slim design of the keyboard and mouse make them easy to stow away when not in use.

- Low-profile keys for a crisp, responsive typing experience
- Wireless design reduces cord clutter on your desk
- Media keys give you instant control of media playback
- Single receiver for both mouse and keyboard



 **Verbatim.**  
Technology you can trust

# Security Software Without Limits

## Kaspersky ONE Universal Security: Protection For All Your Devices

You know the importance of protecting the valuable information on your PC, but these days it's critical to ensure that your other connected devices are secured as well. Kaspersky ONE Universal Security ([www.kaspersky.com](http://www.kaspersky.com)) keeps cybercriminals out of your digital world.

**W**ith Kaspersky ONE, the term "universal" accurately describes how this security suite protects any combination of PCs, Macs, Android smartphones and tablets. (Up to 5 devices.)

### Protect It All

Every device that you use to access the Web represents one more opportunity for cybercriminals to access and steal your personal information. Kaspersky ONE is optimized to work on multiple devices. So, it's like putting a cybercriminal-proof padlock on your Windows PCs, Macs, Android-based tablets and smartphones—any combination of up to five devices.

### A Trusted Name In Security

Because it's a Kaspersky product, you know that Kaspersky ONE uses the latest malware-thwarting technologies, and you also know that it's incredibly easy to use, regardless of the level of your knowledge. With this kind of protection, you're free to bank, shop, email, and socialize on all of your devices without ever having to worry about your online safety.

### Mobile Peace Of Mind

Mobile devices are subject to threats wholly different than those you might expect to encounter on your PC or Mac-based desktop.



Kaspersky ONE's tablet and smartphone software offers several anti-theft features that let you block, wipe, and locate your device if it's lost or stolen. In addition, Kaspersky ONE is optimized to protect these devices from the

unique types of threats and malware specifically designed to target them. With Kaspersky's award-winning protection, you can feel secure in using all of your devices across all aspects of your digital life. ●

# Windows

## News, Views & Tips

The operating system on your new Windows phone may look almost exactly like the operating system on your desktop PC and Windows tablet.



## WINDOWS NEWS

### A Peek At Windows Phone 8

Windows Phone 8 will be based on the same core technologies that power Windows 8, so that the new release will enable a user interface—and functionality—that remains consistent across multiple Windows devices: desktop PCs, tablets, and smartphones.

The similarity is more than merely a common look: Windows 8 devices will share common networking, security, media and web browser technology, and a common file system. That should translate into better performance, more features—and perhaps new opportunities for app developers and hardware makers.

The Microsoft development team promises that Windows Phone 8 will boast features and functionality that will include: multi-core processor support, sharper screens, more flexible storage, NFC (near field communication) wireless sharing, IE 10, better maps and directions, and a new digital Wallet that can keep debit and credit cards, coupons, boarding passes, and other important info handy.

### Windows 7 Set To Overtake WinXP

By any measure, Windows XP has been an incredibly popular OS (operating system). It currently accounts for some 43% of market share. (Mac OSes currently own about 2.5% or so of the market—not even as much as the woefully unloved Windows Vista, which checks in at about 6.7%.)

But Win7 is hot on the trail of XP. According to Net Applications, Microsoft's newest OS jumped from a 30% market share in August 2011 to a 41.6% in June of 2012. Any way you cut it, Win7 seems destined to be more popular than even the incredibly popular WinXP. In fact, it should overtake XP just about the time that Microsoft releases Windows 8.

## MICROSOFT NEWS

### Microsoft Translator Hub Launches

Microsoft has launched the Microsoft Translator Hub, which allows customized translations—and





Microsoft  
**Translator Hub**

Log in using Windows Live ID

Get started by requesting an invitation to build your translation system

[Request an invitation](#)

*Where language meets the world*

Bridging languages, cultures and technology

The adoption of Microsoft Translator Hub has truly helped us deliver on the promise of lowering costs, improving the customer experience and ensuring that they will return.

— Joseph Fennell, VP and General Manager, Global Software Products, Cambridge Technologies

**MORE INFORMATION**

Microsoft Translator

Microsoft Translator Hub Forum

Microsoft Translator Hub for Communities

**ABOUT MICROSOFT TRANSLATOR HUB**

Microsoft Translator Hub empowers businesses and communities to build, improve, and deploy customized automatic language translation systems - bringing better and specialized translation quality to established languages, as well as the many native languages of the world that are not yet supported by major translation providers.

Built on Windows Azure, Microsoft Translator Hub is an extension of the Microsoft Translator platform and service. You can build a superior translation system easily, within a private website, by combining your translated documents with the power of Microsoft Translator's big data back end. Once you are satisfied with your translation, you may share it publicly on the web.

1 Set up Project 2 Add Data 3 Create Model 4 Go Live

Individuals and companies alike can use the Microsoft's Translator Hub to translate documents or to build an entire translation service.

which can even be "taught" new words or completely new languages. (Some languages, such as Hmong, are actually in danger of disappearing. Tools such as Microsoft Translator Hub could save those languages for posterity.)

Microsoft spokespersons note that the Microsoft Translator Hub is capable of learning and improving its translations based on feedback it receives from users. In addition, developers can use Microsoft Translator's API (application programming interface) to build more translation tools and services.

## DVA Opt's Into Microsoft Technologies

The U.S. Department of Veterans Affairs has entered into a five-year agreement with Microsoft, in the hopes of optimizing technology purchases made during these days of tight budgets.

The agreement gives the VA access to all Microsoft's current and emerging technologies, including Windows 7, Windows Server 2012, Microsoft SQL Server 2012, Microsoft SharePoint 2010, Microsoft Dynamics CRM, Microsoft System Center 2012, Bing Maps, the full suite of Microsoft Visual Studio developer tools, and other products and services.

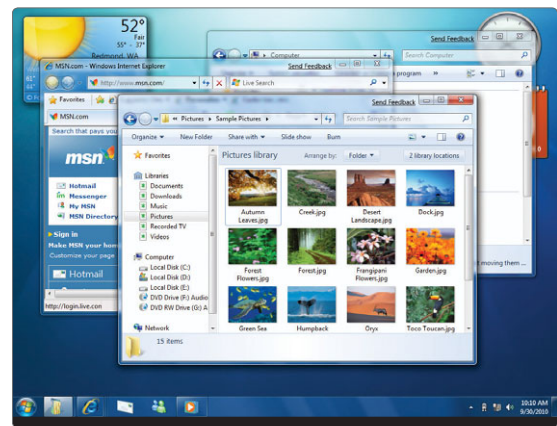
## TIPS

### "Shake" Things Up A Bit

Windows 7 includes a "shake" feature that sounds silly at first—but which quickly becomes indispensable. Got a ton of windows open and cluttering up your Desktop? Just click and hold the title bar of the window you want to keep on the desktop, and shake it quickly back and forth. The other windows will minimize to the taskbar. Shake the title bar again to make the other windows return.

### View The (No Longer Hidden) Desktop

You probably already know that you can move your mouse pointer to the bottom right of the Taskbar in order to make all active windows transparent so that you can see the Desktop hidden beneath those windows. But you don't really need to do that; just press the Windows key and the Spacebar.



When your Desktop is full of windows, quickly hiding them so that you can get at the Desktop is a snap: Just hold down the Windows key while pressing the Spacebar.

## Microsoft To Buy Multi-Touch Screen Manufacturer

Microsoft has agreed to purchase New York-based startup Perceptive Pixel, a sign that Redmond is planning to push touchscreen tech onto the Desktop—and perhaps into the enterprise. Currently, Perceptive Pixel makes screens ranging from 27 inches to 82 inches diagonally. The largest screens cost about \$80,000. ●

# Windows 8 In The Small Office

## How Your Business Can Benefit From An Upgrade

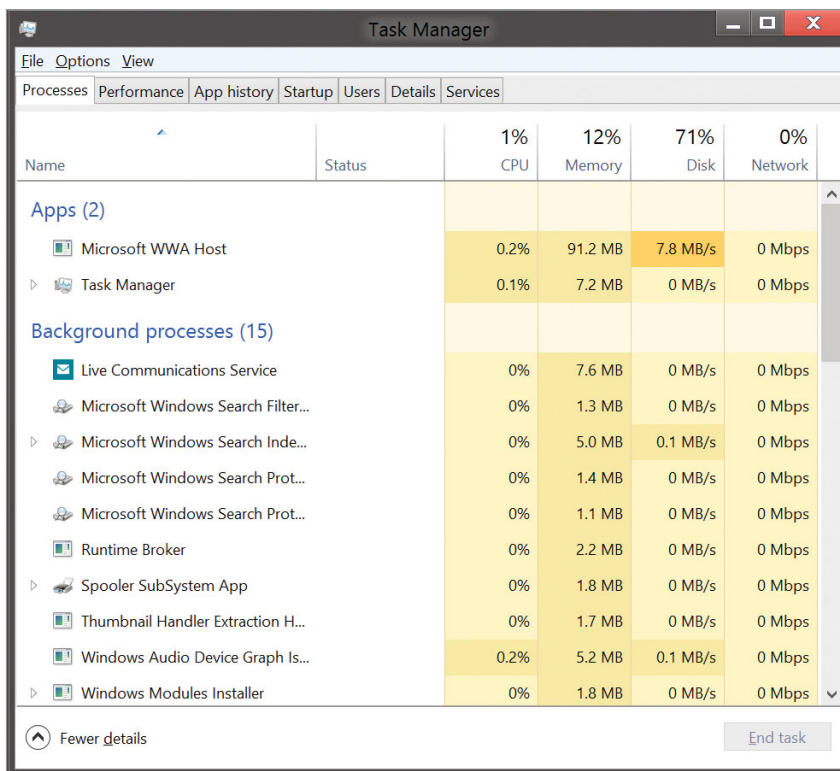
Upgrading to the latest version of Windows is a task no business should take lightly. Compared to Windows 7, the new release adds features, streamlines processes, and boots even more quickly. But Microsoft's latest OS (operating system) also offers several business-centric extras that are designed to simplify those day-to-day tasks and improve your operational efficiency. In this article, we'll explore some of what makes Windows 8 the best OS for business.

### Windows Gets Touchy-Feely

Almost overnight, tablets made the transition from consumer-focused devices to essential business tools. Sadly, the tablet's inability to run traditional desktop software has kept many organizations from embracing them. Microsoft developed Windows 8 with touch interfaces in mind, and organizations that require certain business applications incompatible with Google's Android or Apple's iOS now have a tablet alternative in Windows 8.

### A Better BitLocker

Although Windows 7 Ultimate and Enterprise include BitLocker, Microsoft's automatic drive and file encryption utility, Windows 8 Pro's version has a few new tricks up its sleeve. BitLocker provisioning is a feature that lets system administrators encrypt the partition upon which they



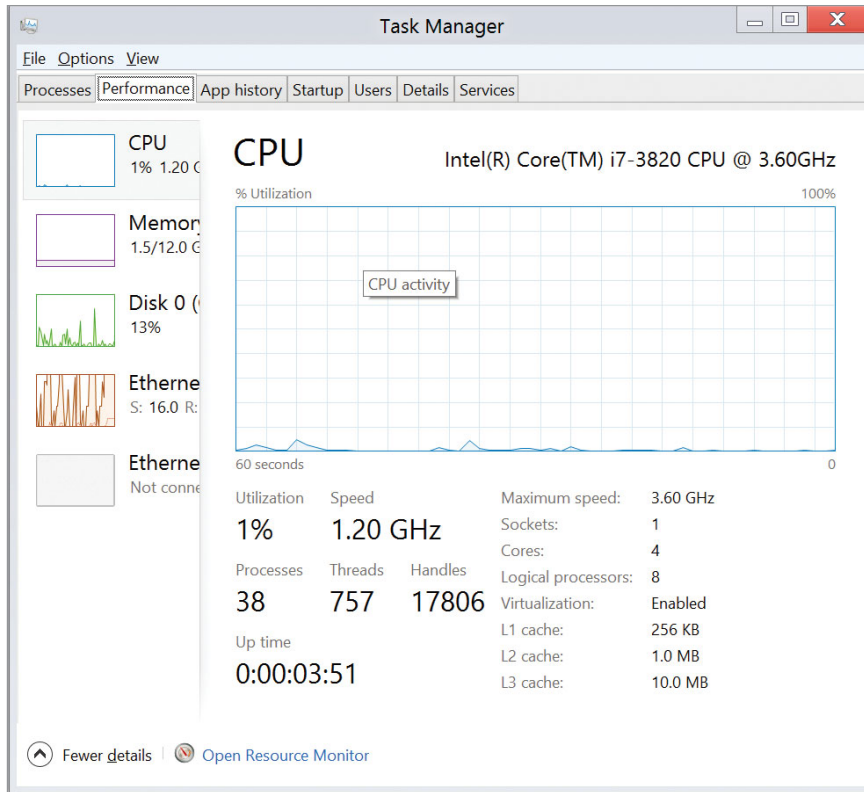
Name	Status	1% CPU	12% Memory	71% Disk	0% Network
<b>Apps (2)</b>					
Microsoft WWA Host		0.2%	91.2 MB	7.8 MB/s	0 Mbps
Task Manager		0.1%	7.2 MB	0 MB/s	0 Mbps
<b>Background processes (15)</b>					
Live Communications Service		0%	7.6 MB	0 MB/s	0 Mbps
Microsoft Windows Search Filter...		0%	1.3 MB	0 MB/s	0 Mbps
Microsoft Windows Search Inde...		0%	5.0 MB	0.1 MB/s	0 Mbps
Microsoft Windows Search Prot...		0%	1.4 MB	0 MB/s	0 Mbps
Microsoft Windows Search Prot...		0%	1.1 MB	0 MB/s	0 Mbps
Runtime Broker		0%	2.2 MB	0 MB/s	0 Mbps
Spooler SubSystem App		0%	1.8 MB	0 MB/s	0 Mbps
Thumbnail Handler Extraction H...		0%	1.7 MB	0 MB/s	0 Mbps
Windows Audio Device Graph Is...		0.2%	5.2 MB	0.1 MB/s	0 Mbps
Windows Modules Installer		0%	1.8 MB	0 MB/s	0 Mbps

Processes that appear darker in Windows 8's new Task Manager are more active than those with lighter backgrounds.

plan to install Windows 8 even before they begin the installation process.

In Windows 8 Pro, users can also encrypt just the used disk space, instead of the whole drive, which can dramatically improve the speed of encrypting and unencrypting data.

The new version also lets standard users (or non-administrators) change BitLocker PINs and passwords on operating system volumes and data volumes, respectively. In another bid to reduce calls to the help desk, the new Network Unlock feature lets a BitLocker system automatically unlock the system volume during boot, as



The Performance tab of the new Task Manager looks very different than the Windows 7 version.

System administrators in your organization will appreciate the new Startup tab, which lists the startup applications, the status of each application, and more.

## Stay Unplugged Longer

For notebook and tablet users, you can never have too much battery life. That's why Microsoft has attempted to increase the amount of time you can run your Windows 8-based mobile device when not plugged in.

## Business Bonuses

Windows 8 offers more benefits for businesses than we can detail here, but a few others we think you'll appreciate include: enhanced support for multiple monitors; native support for mounting ISO (International Organization for Standardization) images; improved language support and the ability to switch languages on the fly; support for remote desktop host and client; and enhanced security through support for picture passwords, Microsoft account sign on, and new Group Policy settings. If you want your OS to do more for your business, then migrating to Windows 8 is definitely something to consider. ●

long as the computer is connected to the wired network.

## Task Manager Plus

Windows 8 ships with an enhanced Task Manager, a utility with which the IT folks at your organization are probably very familiar. This utility displays the currently running applications and processes; lists the services and their current statuses; reports detailed performance information for the CPU,

memory, and network; and shows the users currently logged on.

In Windows 8, the Windows Task Manager hides the tabs and only shows the Applications tab by default. The Processes tab displays heavy usage with darker shades of yellow; idle processes are pale yellow. The Performance tab displays graphs for CPU, Memory, Disk, Ethernet, and wireless network (such as Bluetooth or Wi-Fi), if available.



Remote Desktop Connection makes a comeback for Windows 8.



Windows 8's BitLocker encryption utility is new and improved.

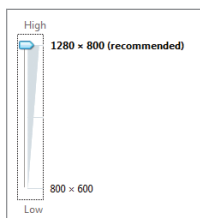


# Windows 7 Tips & Tricks

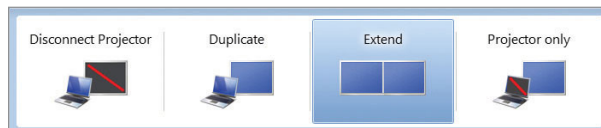


**M**any of us use Microsoft's Windows 7 operating system on our home or work computers, but it's likely we haven't taken advantage of all of its features. Each month, we'll look at various tips and other information that will help you get the most out of Microsoft Windows 7.

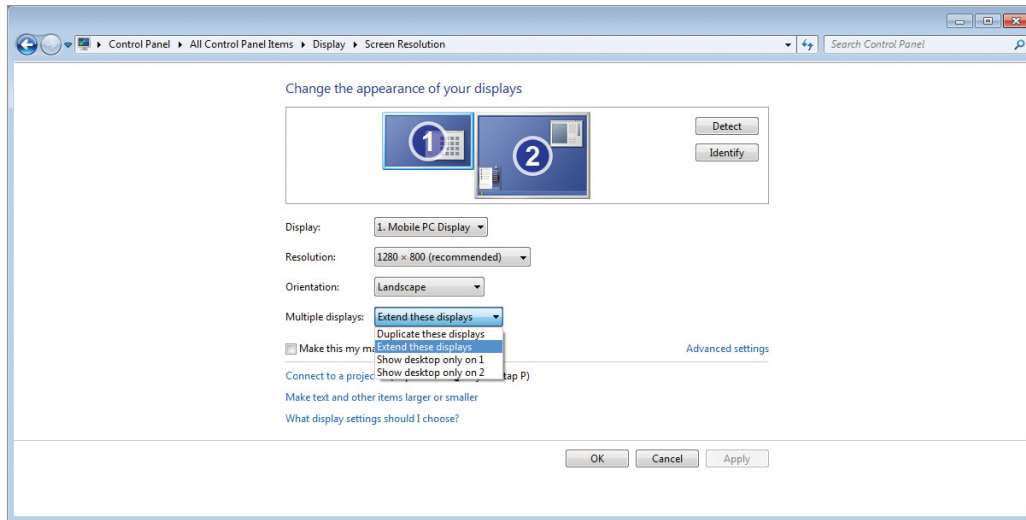
Sometimes all a person needs to be more productive is a larger workspace. If your profession often places you in front of a computer, there are a few things you can do to increase the size of your computer's screen real estate so you can complete more of your daily tasks.



When you choose to extend displays, you can view and use the programs you access frequently without constantly moving or minimizing windows to work in specific programs.



If you need to quickly change how your workspace appears on-screen, you can use the Windows Logo key + P shortcut and choose Extend.



Select the Resolution drop-down arrow and you can use the slider to adjust the setting for optimal viewing and to make space on your Desktop. Higher resolutions give you sharper images that take up less space than lower-resolution settings.

## Adjust The Resolution

If your screen's resolution is low, then the icons and windows may be too large. With a higher resolution, such as 1,600 x 1,200 pixels, you will get sharper-looking images that take up less space on-screen, and you'll see more of the content in each open window. To adjust

various open Web pages and documents or work-related programs on the primary display without having to minimize or move windows.

**The setup.** You'll need a second monitor and the appropriate cable to connect it to your computer. You can purchase an inexpensive monitor or, if you're like some of us, you may have a decent display

lect Display, and then click Change Display Settings. In the resulting dialog box, choose Extend These Displays from the Multiple Displays drop-down menu and click OK. Alternatively, you can click the Windows Logo key + P key combination; tap the Right arrow key to select Extend.

**Troubleshoot.** Should you encounter problems with your dual-monitor setup, first check that the cables are securely connected and the display is turned on. Next, open the Display Settings window in the Control Panel and click Detect to ensure that your system is identifying the second display. It is also possible that your computer doesn't support multiple displays, in which case you can go to Microsoft's Update website, click Custom, and install the available hardware updates. If this doesn't work, try installing updated display drivers from the manufacturer's website.

## Give It A Try

Whether you adjust your resolution or opt for a dual-monitor setup to increase the size of your workspace, both options take some getting used to. Still, you'll be surprised at how much you can accomplish after expanding your workspace. ●

## If you need a larger workspace than what you can get by changing the resolution, you could opt for a dual-monitor setup.

your display's resolution, open the Control Panel. Under Display, select Change Display Settings, and choose your ideal setting from the Resolution drop-down menu. Click OK to accept the change.

## Dual Monitors

If you need a larger workspace than what you can get by simply changing the resolution, you could opt for a dual-monitor setup, that lets you extend your work area across the two screens. This way you can keep an eye on incoming email on one screen and toggle between

left over from a computer system you used previously. The type of cable varies, depending on whether you are hooking the monitor to a laptop or desktop computer. You can choose from a DVI (Digital Visual Interface), HDMI (High-Definition Multimedia Interface), VGA (Video Graphics Array), or S-Video connector. Check the back of your computer for the appropriate cable type.

After you connect the second monitor, configure your system to display images across both monitors. Open the Control Panel, se-

## Business Tech

# When Should You Take Your Print Job To A Pro?



Staples features its Copy Center within the store.

It's likely that your home or small office has a laser or inkjet printer that you use for printing out documents, spreadsheets, and other records. But when it comes to a big workload, you may not want to trust the job to your small office machine—or pay the premium that comes with replacing the expensive toner or ink cartridges that the printer will use up. With large quantities, a print shop may be better suited for the task, be-

cause it offers both the equipment and expertise to handle your professional work.

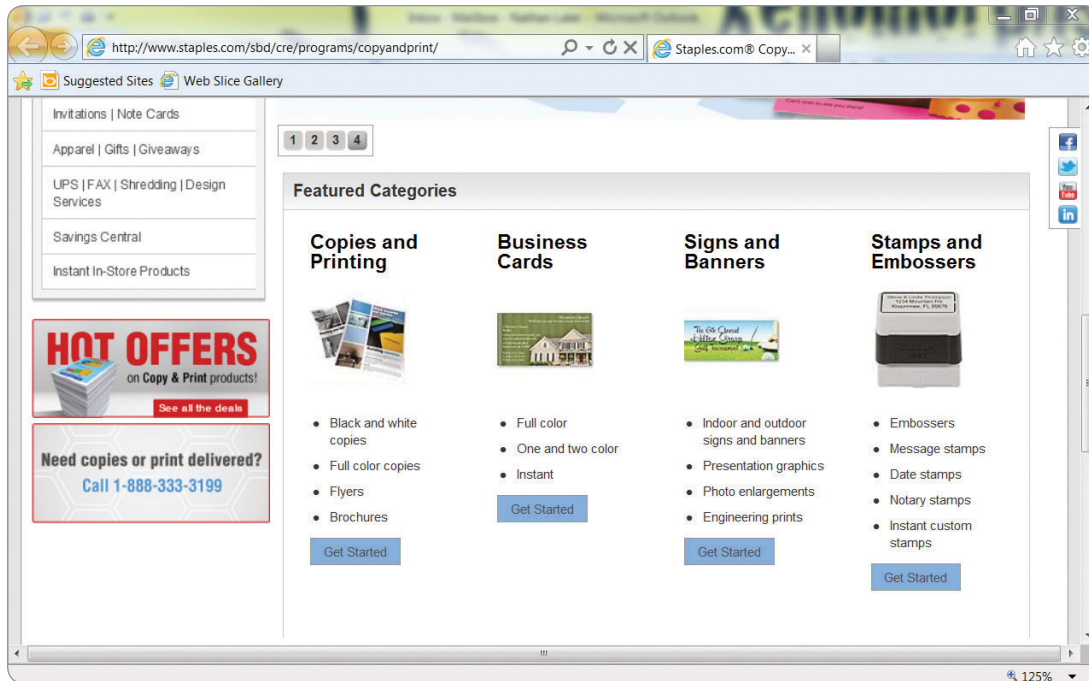
### The Case For Print Centers

Copy and print locations, such as Staples ([www.staples.com](http://www.staples.com)), use top-of-the-line printers and copiers that are professionally maintained to ensure you'll get the best print quality. In each use case, we'll provide some reasons you should consider using the print center.

**Color copies.** Documents and presentations in full color will look best when printed professionally, and if you need a large quantity of color prints, a print center is likely more affordable and will save you time, compared to printing them in the office. A print center can also bind your documents, for a more professional presentation.

**Presentation material.** Do you have a presentation that requires tabs, cover art, and double-sided





Staples lets you create a variety of promotional tools.

printing? A copy and print center should be able to integrate all aspects of the presentation into bound editions printed on professional quality paper, including glossy paper, if you like. Another bonus is that a print center can blow up graphics in your presentation into large sizes that you can stand on an easel. For example, Staples can blow graphics up to 24 x 36 inches.

**Booklets and manuals.** Need to create a catalog that you can hand out to clients? The high-end binding capabilities of a print center make it easy to create booklets with a professional look that will reflect positively on your business. Newsletters and other documents that reach out to your customers are also good options for booklet-style print jobs. A copy center can also help you create training manuals inside of three-ring binders; some might prefer this option, because the reader can open the binder to remove a page or to add a page of notes.

**Forms.** Do your customers need to fill out forms on a regular basis?

Rather than printing them when you need them, you can save money by printing the forms in bulk at a print center. You can typically customize the paper color and size to suit your needs, and it's a simple matter for a print center to create double-sided copies.

### The Office Printer

Of course, there remain many good uses for the office printer. Things like records of transactions, letters, and other content for reference are normally best created on a local printer, and those types of jobs are likely to account for most of your printing needs. But when you need professional quality in mass quantities, consider your local print center. ●

### Staples Copy & Print Center

If you're in hurry and need a print job done quickly and professionally, look no further than your local Staples. You'll be able to upload all the documents and content online, as well as select your paper quality, binding, and other options. Once selected, Staples will put everything together for you, so it's ready when you arrive at the store.

### Smaller Than 8.5x11

Looking to save on the cost of postcards or business cards? Check out your local print center to see if it can print out specialty designs and paper sizes that will fit your needs. Most copy and print centers can also help you to create brochures and flyers

## Promote Your Business

# How To Handle Negative Press

**W**e live in an age in which everyone with an opinion can make himself or herself heard across the globe just moments after forming that opinion. For some of your customers, the first impression is the only impression—if it's bad, you'll hear about it. In this article we'll provide you with some helpful strategies to limit the impact of bad press and resolve matters where possible.

## Measure The Severity

Some reviews are unfounded and blatantly false. If you operate a food service establishment, for example, and the vast majority of the reviews of your food are glowingly favorable, then you can probably ignore the lone review that says your chili tastes like dog food. If multiple reviews pick up on the canine cuisine theme, however, you may have a problem that can quickly snowball. Make a change, address the problem, and arrange a PR response that can inform your customers that the problem has been taken care of. Discounts on a meal from a new menu might be a good place to start.

## Get The Whole Story

User review aggregators don't force reviewers to swear to uphold the truth, and as a result some complaints about your business can be unfair. Having said that, you should resist the urge to point out the short-sightedness of a particular reviewer in a comment or email. Instead, get

to the bottom of the complaint. If the comment or complaint involved poor service, speak to your employees and get their side of the story. Interviewing your employees separately can also ensure that you get the full story or highlight inconsistencies that support the reviewer's version of events.

## Take Care When Responding

Not all complaints warrant a response, but sometimes respond-

ing via email or as a comment on a review site can show other potential customers that you care. In some cases, a sympathetic tone and proposed resolution can even win back the complaining customer. You also need to consider the scope of the complaints to determine how best to respond. A simple comment on a lone review may suffice, but if the problem is more widely reported, appearing in newspapers, blogs, and multiple review aggregators, then you

The screenshot shows the Yelp profile for 'Taste of Happiness', a cupcake business in San Francisco. The page layout includes a header with the Yelp logo and search bar, followed by business details such as categories, location, and hours. A map shows the business location in the SOMA neighborhood. The reviews section displays a rating distribution and a sample review about a cupcake delivery. The right sidebar contains 'Deals Nearby' and 'People Who Viewed This Also Viewed...'.

Review aggregators, such as Yelp, can be good news for your business, but you will not please everyone.

The Better Business Bureau offers services for businesses and consumers alike.

Some review sites invite business participation, including Zagat.

may need to organize a more involved response that targets those publications.

### When To Avoid Responding

Bad press happens to everybody. If you respond to every complaint lodged on the Web, you risk giving credence to comments that are clearly just meant to slander or provoke. The average visitor to review sites, blogs, and other media that contain reviews is a discerning consumer who can typically tell the difference between someone who has a valid point of view and someone who has clearly never purchased your product or partaken of your services. ●

## Review Sites DO's & DON'Ts

Web sites that collect reviews can be a double-edged sword, driving customers to your establishment – or scaring them away. Follow these tips to determine how to maximize their benefit for your business.

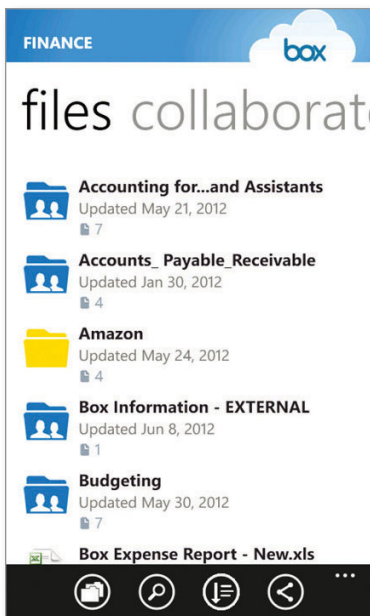
- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>▶ Check review sites and check them often</li> <li>▶ Encourage your customers to leave feedback</li> <li>▶ Assume every customer is an active reviewer</li> <li>▶ Be sympathetic to concerns and complaints</li> <li>▶ Remain calm and take responsibility quickly</li> <li>▶ Defend your employees when necessary</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Lose your temper</li> <li><input type="checkbox"/> Respond to every rant on the Web</li> <li><input type="checkbox"/> Allow one customer to turn away other customers</li> <li><input type="checkbox"/> Assume the customer is wrong</li> <li><input type="checkbox"/> Assume the customer is right</li> <li><input type="checkbox"/> Make a judgment until you have all the facts</li> </ul> |
|--|---|



# Mobile Marketplace

## Business Apps *For Android, Windows Phone 7 & iOS*

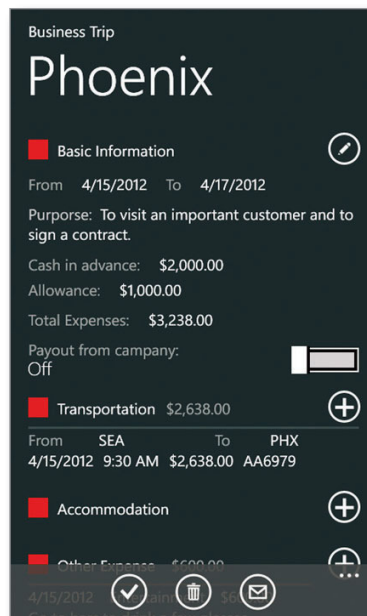
Some powerful business tools are floating in the sea of smartphone apps. Each month, we'll highlight some of the best ones for Windows Phone 7, iOS, and Android platform users. (Unless otherwise noted, Windows Phone 7 apps are available in the Windows Phone Marketplace, Android apps in the Android Market, and iOS apps in Apple's App Store.)



### Box

Windows Phone 7

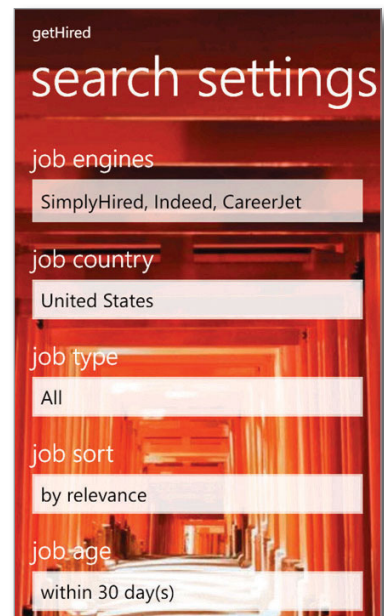
Collaboration is a fact of business life these days, but creating and editing a shared document with multiple users can get complicated. With Box, you can access shared documents, make changes, add comments, view other comments, and never worry that you're not working with the most up-to-date version of the document. In addition to your smartphone, you can also access your Box account from your other devices, so wherever you go, you can collaborate on a project. If security is important to you, you'll be happy to know that your data is encrypted using 256-bit SSL during transfers and 256-bit AES when it reaches Box's servers.



### Business Trip

Windows Phone 7

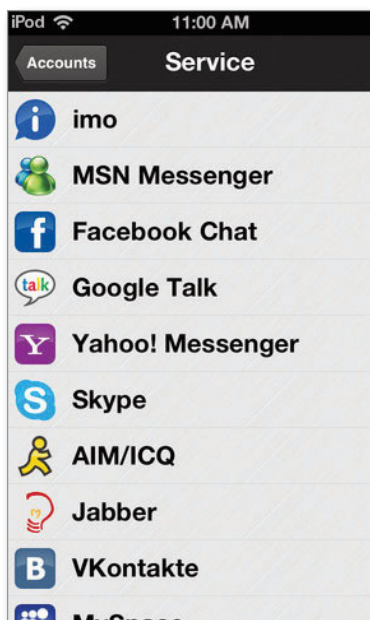
When you travel for work, managing your flights, car rental, hotel reservation, and tracking your expenses can make life on the road tough. But with Business Trip installed on your Windows Phone 7-based device, you can do all of the above on your smartphone. This application's Dashboard screen lists the business trips you have coming up and includes an icon you can tap to begin planning a new trip. When setting up a new trip, you can include cash advance and allowance amounts, so you'll never go over budget. We also like the transportation-tracking utility and the reports that you can forward via email.



### getHired

Windows Phone 7

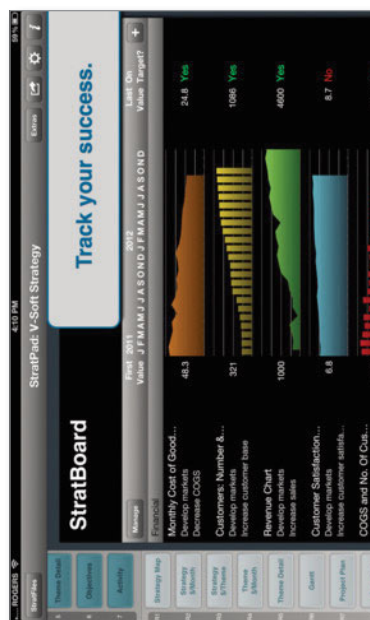
If you're looking for your next career, check out getHired, a constantly updated database of job openings that goes wherever you go, so you never miss a job posting. Start by inputting the type of job you're looking for and the location, and then tap the search icon to see listings that meet your criteria. You'll appreciate the ability to indicate favorite postings for later reference, scour multiple job search engines at once, and quickly revisit recent searches. When you find a job posting you like (for yourself or for someone else), you can forward it in an email or send it in an SMS.



### IMO Instant Messenger

iOS

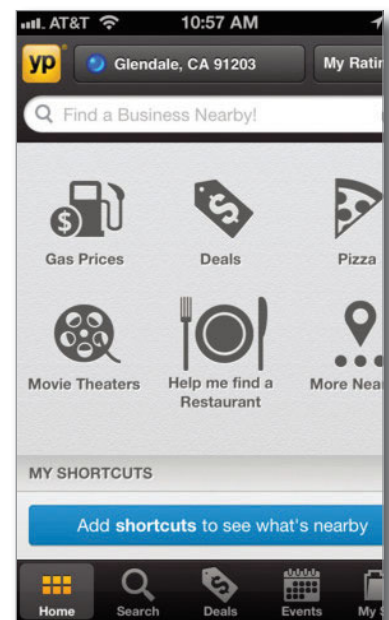
When you maintain two or more instant messaging accounts, it's easy to forget which contacts use which services. If you maintain three or more, the convenience of an IM app is nearly cancelled out by the hassle involved in determining which one to launch each time. IMO Instant Messenger for iPad and iPhone is an IM service aggregator that lets you view and send IMs from a dozen services, including Facebook Chat, Google Talk, Skype, MSN, ICQ/AIM, Yahoo, VKontakte, MySpace, Steam, and IMO's own client. Features include group messaging, Voice IMs, push notifications, and the ability to send images and video clips.



### StratPad Plus

iOS

Whether you're thinking about starting a new business or have already signed on the dotted line, you need a plan. StratPad Plus, from GlasseyStrategy lets you create a business plan directly from your iOS-based device. But you don't need to be Donald Trump to use this application; it features step-by-step tutorials, sample business plans designed to get you off on the right foot, and integrated business intelligence graphs and charts help you determine if you're meeting your milestones. This application also lets you print out or share your business plans via email.



### YP Local Search & Gas Prices

iOS

Arguably, one the best reasons to have a smartphone is so you can instantly look up the nearest gas station, movie theater, coffee shop, and more. But it's no fun doing so on a tiny, phone-based browser is a pain. Instead, use YP Local Search & Gas Prices from Yellowpages.com LLC. This app lets you quickly search for more than 18 million businesses, including hotels, airports, parcel services, restaurants, and florists, to get hours of operation, phone numbers, menus, directions, and more. YP also helps you save money by displaying nearby gas prices and by offering coupons for local businesses.



**Detail Account(2010-12) Total**

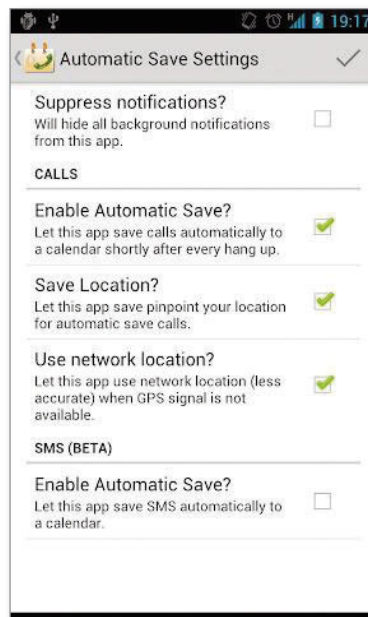
#	Category	Value USD(\$)	Date	Remarks
664	Raw materials and parts	-789	2010-12-27 10:53	
661	Cereal	140.4	2010-12-26 10:52	
660	Grains	187.2	2010-12-25 10:52	
663	Shipping costs	-1576.6	2010-12-24 10:53	
658	Condiments	268.8	2010-12-23 10:51	
657	Beverage	208.24	2010-12-15 10:48	
662	Interest on loans	-134	2010-12-12 10:48	
677	Condiments	527.6	2010-12-09	

At the bottom, there are three summary buttons: Total Data, Expense Only, and Income Only.

### Balance Book-Profit Tracker

Android

Balance Book-Profit Tracker is like having your own personal accounting department in the palm of your hand. This application lets you track expenses and sales, and generates charts and diagrams with filters that let you examine just expenses, just income, or entries by category and account. Other features include password-based security, support for many currencies, and detailed summaries that you can view by daily, weekly, and monthly categories. We also like that you can back up your Balance Book-Profit Tracker database to Dropbox or to the phone's SD card, or send it to an email address.



**Automatic Save Settings**

Suppress notifications?  
Will hide all background notifications from this app. ☐

**CALLS**

Enable Automatic Save?  
Let this app save calls automatically to a calendar shortly after every hang up. ☒

Save Location?  
Let this app save pinpoint your location for automatic save calls. ☒

Use network location?  
Let this app use network location (less accurate) when GPS signal is not available. ☒

**SMS (BETA)**

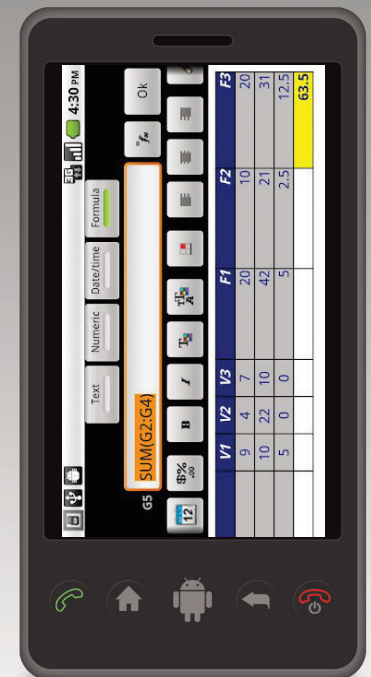
Enable Automatic Save?  
Let this app save SMS automatically to a calendar. ☐

### Call Log Calendar

Android

Your Android phone already tracks your incoming and outgoing calls, but with Call Log Calendar, you can automatically attach each call to a calendar entry that corresponds to the date and time of the call, which makes it easier to associate calls with events in your calendar. This application also lets you attach received SMS messages to your calendar. The Auto Save feature can even record your location at the time of the call or SMS to give you even more context. Call Log Calendar also displays notifications and lets you determine how many of your recent calls (up to 500) should be displayed on your phone's calendar.

## App Of The Month



### e-Droid-Cell Pro Spreadsheet

Android

The next time you leave the office, you don't have to leave your spreadsheets behind. The e-Droid-Cell Pro Spreadsheet lets you work with Excel files to perform up to 124 of the most common Excel functions you're accustomed to using on the desktop-based program from Microsoft. Other supported features include drop-down lists, charts and graphs, cell formatting, number and date formatting, row and column resizing, filters, sorting, cut, copy, paste, undo, charting, and more. You can also take a completed spreadsheet and export it as a PDF or HTML document and email it to anyone.



## The Daily Snopes

<http://www.snopes.com/daily/index.asp>

You may have had occasion in the past to visit Snopes.com—probably the premier place to go on the Web when you’re looking to confirm (or debunk) something you may have heard on the Internet. You can head to Snopes.com to find out that, sadly, Bill Gates and AOL haven’t teamed up to send you \$10 just for forwarding an email. Similarly, Al Gore never said that he “invented” the Internet, George W. Bush was never awestruck and amazed by a supermarket scanner, and no, you can’t trust that nice man in Nigeria who wants to send you all that money.

In addition to the site’s database of legends and rumors, Snopes.com serves up an ever-changing daily helping of interesting (and occasionally downright weird) news items all of which are true, or are at least alleged by the news provider (AP, UPI, etc.) at the time to be true.

## Scrapbooking.com

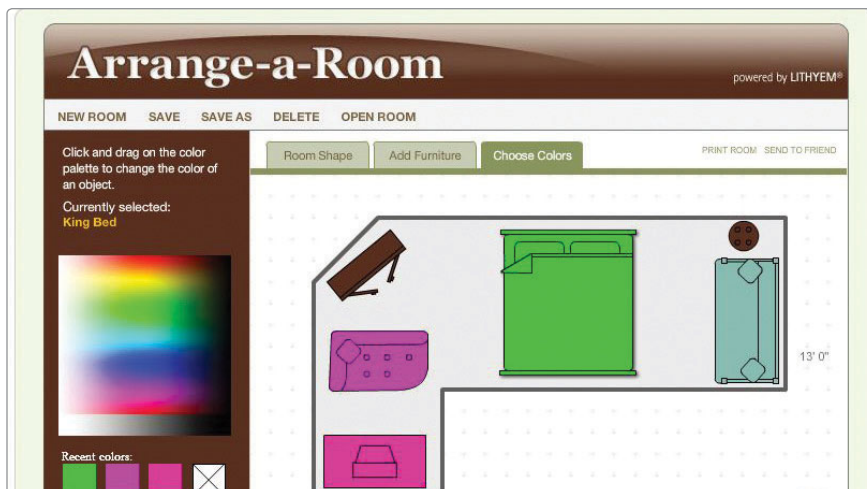
[www.scrapbooking.com](http://www.scrapbooking.com)

Scrapbooking, which has existed in one form or another since the 15th century, has become enormously popular—and, in this computer age, increasingly digitized. Of the hundreds of scrapbooking-related sites on the Web, one that stands out is A-Z Media Group’s Scrapbooking.com site. The editor, Stefan Harlan, curates a site that’s chock-full of interesting scrapbooking-related articles, as well as tips, tricks, and informative how-to pieces that scrapbookers will love. Each monthly issue features articles about such things as crafting with kids, special projects, journaling (scrapbooking’s even older cousin), and basic-to-advanced scrapbooking techniques.

Some pieces are sponsored, many are not, and both types of articles end up being fun, useful, and informative. A few link to YouTube videos that demonstrate certain crafts, scrapbooking techniques, or equipment.



# Find It Online



## Plan Your Room

<http://www.bhg.com/decorating/arrange-a-room/>

If you’re serial redecorator—or just having trouble envisioning how that new couch is going to fit into your living room, try Arrange-a-Room. Brought to you by *Better Homes and Gardens*, this online drawing app requires (free) registration, and uses Flash to allow you to select a layout and then modify the room shape; add resizable, rotatable furniture by dragging and dropping; apply colors; and more. It’s perfect for helping you figure out what will fit well in a specific floor plan. (Because the application uses Flash, keep in mind that you’ll need to download the Flash plug-in, if you haven’t already done so. Also, the app won’t work on iOS devices, since they’re not compatible with Flash.) When you’re finished with your room, you can share the room by emailing a link.

## Slickdeals: Let's Make A Deal. Or Two. Or Three.

<http://slickdeals.net>

There are plenty of deal sites out there, and plenty of deal-of-the-day websites such as Groupon and its ilk. All of them can help you save money.

Slickdeals is different. Instead of offering deals of its own, slickdeals is an aggregator of deals, many of them local. If you're looking for a great buy on a gel-infused memory pillow or a very affordable wireless keyboard, slickdeals is a place worth checking out. Register to ensure that you're notified about deals in which you're interested.

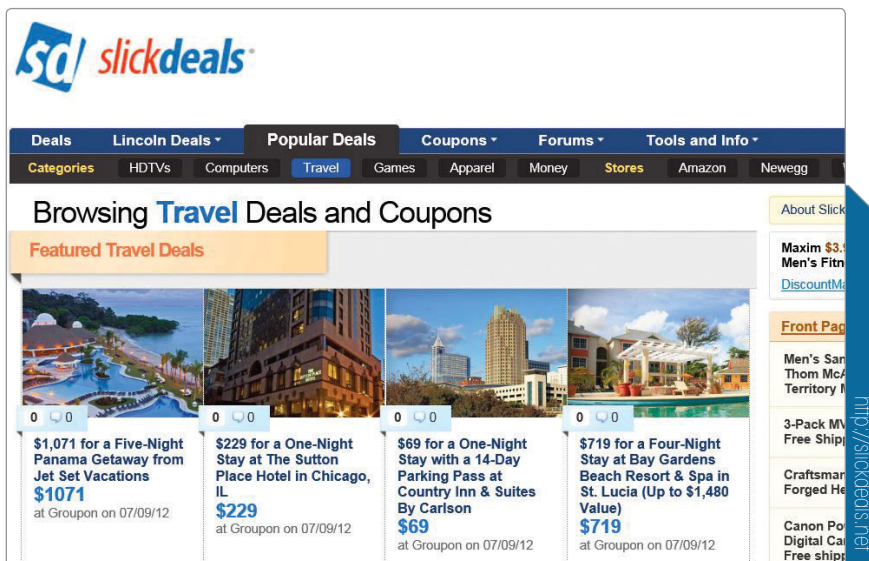
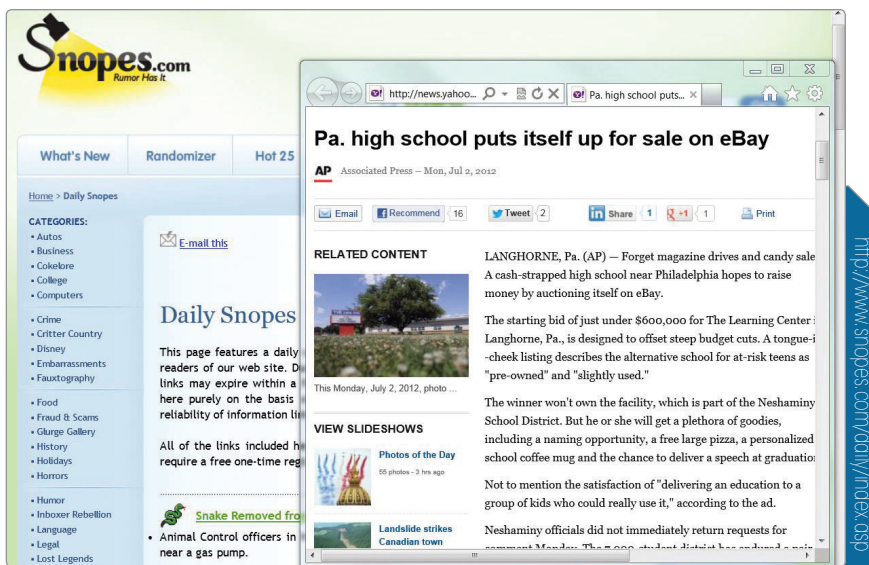
## Wacky Uses For Brand Name Products

[www.wackyuses.com](http://www.wackyuses.com)

You can be excused for not knowing that you can use ChapStick Lip Balm to stop battery terminal corrosion, or to lubricate a zipper. And of course Grandma always knew that club soda is perfect for cleaning jewelry or removing grease from fabrics. And finally, keep in mind that Listerine makes an excellent lawn fertilizer.

You may not have known these things, but Joey Green knows them. Green was a contributing editor for *National Lampoon* and an advertising copywriter before finding his, um, true calling: the collection of some truly strange facts (George Washington, Thomas Jefferson, and William Penn all brewed beer on their estates) and awesomely weird uses for products. (He once convinced Jay Leno to shave with peanut butter. No word from Jay on how that went or whether Jay eventually switched back to Barbasol.)

Head on over to [wackyuses.com](http://wackyuses.com) for tidbits such as these, and for more info on strange uses for other products. (Did you know that Downy Fabric Softener is great for removing wallpaper? Didn't think so.) ●



## He got Martin Short to polish furniture with Spam.®



Joey Green, the guru of weird uses for brand-name products, delights audiences with his outlandish demonstrations. He gets the whole room filled with laughter, and at the same time, he shares hundreds of inventive ways to save money.

The *New York Daily News* calls him "a hyperactive, testosterone-charged version of Heloise."

People calls him the "Pantry Professor."

The *New York Times* says, "His deadpan explanations end in punchlines that would have a stand-up comic's audience in the aisles."

Formerly a contributing editor to *National Lampoon* and a former advertising copywriter at J. Walter Thompson, Joey is the bestselling author of more than 48 books, including *Joey Green's Cleaning Magic*, *Joey Green's Fix-It Magic*, *Joey Green's Amazing Kitchen Cures*, *Joey Green's Gardening Magic*, *Joey Green's Magic Brands*, and *Joey Green's Amazing Pet Cures*.

His hysterical and high-spirited presentation has made him a popular guest on *Good Morning America*, *The View*, and *The Tonight Show*. This hysterical and ingenious ideaman opens people's eyes to the potential hiding in every product, providing laughter and learning.

# Tech Gear For Students

Electronics For Back-To-School



With summer coming to an end, it's time to think about what your kids will need for school. And while you've probably already put pencils and notebook on the list, they may also need high-tech devices to help them study, take notes, and relax. Here are just a few items to consider.



## Cut Out The Noise

### **Sony MDR-NC7 Noise Canceling Headphones**

[www.sony.com](http://www.sony.com)

Does your child focus better when listening to music? Sony's Noise Cancelling Headphones reduce the ambient noise by 87.4% to limit noisy distractions, such as the neighbor's barking dogs or a sibling practicing on a drum set.



## Comfortably Carry Your Laptop

### **Microsoft Edge II Messenger**

[www.microsoft.com](http://www.microsoft.com)

Does your student need a safe, reliable way to carry a laptop? This messenger bag from Microsoft holds laptops up to 17.3-inches, and it includes panels to store accessories.



## Print Documents & Photos

### **Canon Pixma iP3600**

[www.usa.canon.com](http://www.usa.canon.com)

This photo printer from Canon gives your child the flexibility to print out reports or photo lab-quality prints. A five-color ink system means that you only need to replace a cartridge when one color runs out, rather than buying an expensive all-in-one cartridge.





### High-End Graphing Calculator

#### TI-84 Plus

<http://education.ti.com>

This graphing calculator operates at twice the speed of the TI-83 Plus, and it includes three times the memory, so your child can store more commands and functions for complex calculations.



### Charge Two Portable Devices At Once

#### Lenmar PowerPort Wave 5000

[www.lenmar.com](http://www.lenmar.com)

This powerful, portable charger features two USB ports, so you'll be able to recharge two devices at one time. It works with any portable electronic device that uses a USB power cord.



### Make Your Textbooks Digital

#### Amazon Kindle Fire

[www.amazon.com](http://www.amazon.com)

This 7-inch eReader/tablet combo is perfect for college students who want to make the move to digital textbooks. QuickOffice Pro and a Web browser also make it possible to use the Kindle Fire for schoolwork and notetaking.



### Charge Your iOS Device & Play Music

#### JVC Dock Speaker

[www.jvc.com](http://www.jvc.com)

With the JVC Dock Speaker, there's a direct dock for an iPad, as well as a hidden dock for an iPod or iPhone. The dual charging system also features built-in speakers with 30 watts of power.



### eReader/Tablet Protection

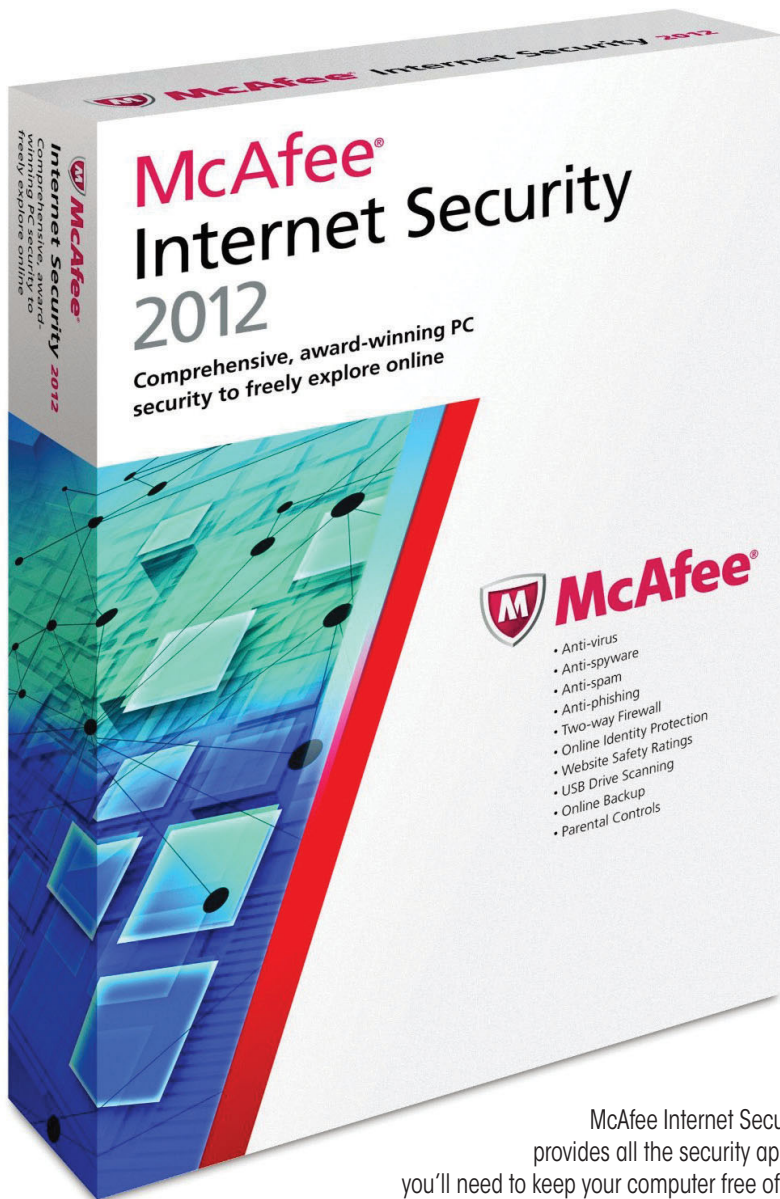
#### Built NY Neoprene eReader/Tablet Sleeve

[www.builtny.com](http://www.builtny.com)

This sleeve is available in a variety of styles and will protect your 7- or 8-inch eReader or tablet from damage. The exterior is a lightweight neoprene material, while the plush inner lining shields the device from scratches. ●

# PC Protection

Yes, You Need Security Software



McAfee Internet Security 2012 provides all the security applications you'll need to keep your computer free of malware.

and copy your personal files. Fortunately, you can invest in a security suite that will include all the different types of protection you'll need, as well as some security extras, such as a password manager, browser pop-up blocker, and anti-key logger protection.

## Why You Need Virus & Spyware Protection

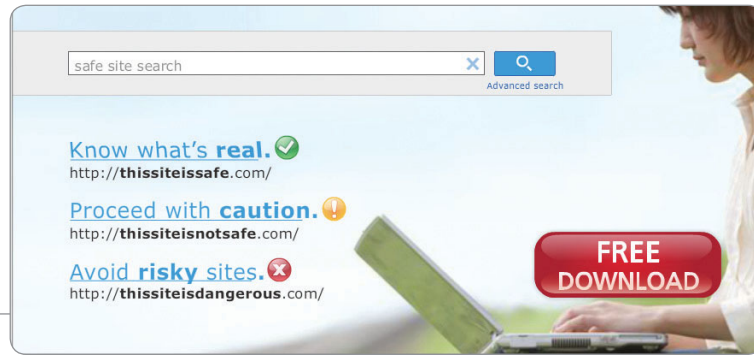
When you shop online, check your Webmail, and surf the Internet, you open up your PC to potential threats that can enter through your Web browser and Internet connection. Even popular websites such as Fox News and PBS have been hacked, so you never know where a virus may pop up and corrupt your PC. Spyware, on the other hand, isn't designed to destroy your computer—instead it monitors your activity to track your activities or steal personal information, such as passwords or credit card numbers.

A security software suite, such as McAfee's Internet Security 2012 (a one-year subscription is good for up to three PCs), can proactively scan downloads and content for malware, as well as remove any viruses or spyware that happen to get through. McAfee's Internet Security 2012 offers McAfee Active Protection, which examines your Web content for suspicious material and warns you of any risk, helping to secure your computers. For safe searching, McAfee also provides a browser plug-in that color-codes the icons next to search results to let

**M**odern computer security requires a small army of utilities, including anti-virus, antispyware, firewall, and anti-spam applications. If your comput-

ers are missing any of these tools, you're putting the data on the PCs at risk from hackers who could steal your identity, find the sensitive corporate data stored on the hard drive,

Safe Search helps to alert you to dangerous websites.



you know if they are safe *before* you click.

## Firewall Benefits

The firewall in a security software suite monitors Web traffic with the goal of blocking anything that looks suspect. For example, most Web applications are designed to use a specific area of communication, called a port. If the firewall sees traffic that is using a non-traditional port for its data type, the firewall can block access, so that Internet content won't be able to enter or leave the network.

The most common types of attacks you'll see are port scans (in which cybercriminals search your network for vulnerabilities), IP spoofs (the at-

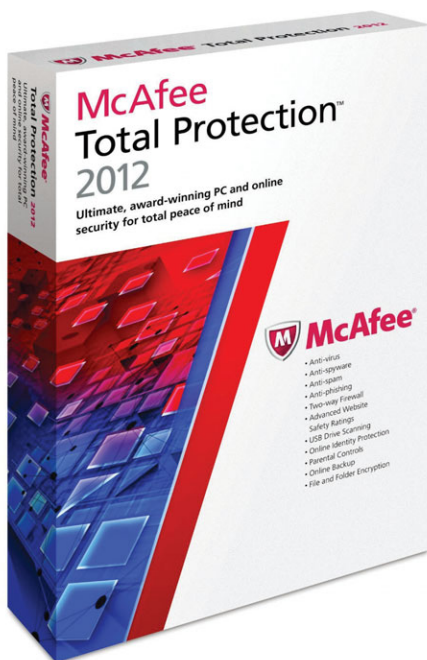
tacker will fake the address of an authorized computer to gain access), and denial of service (an attack that overwhelms your IP address to block Web access). The firewall built into McAfee's Total Protection 2012 (a one-year subscription is good for up to three PCs) is a two-way firewall, which means that it protects data both coming into and going out of your computer. Thus, it could block a hacker from breaking into your network, as well as preventing spyware from sending out your personal information.

## Extras

Security software suites often include a variety of other tools that further bolster the security of your

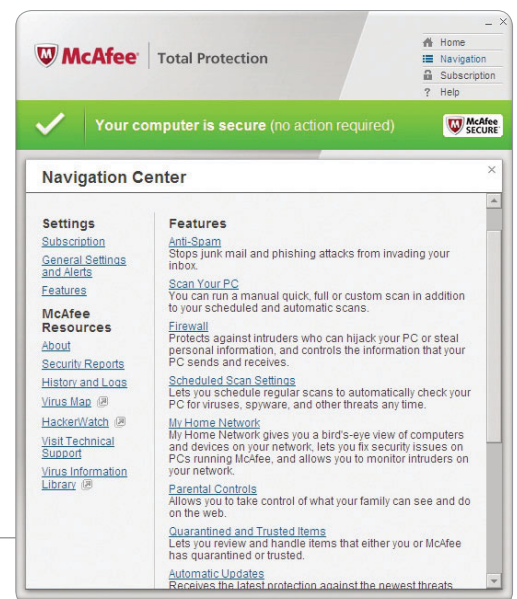
computers. One common option is anti-spam, which filters emails to block messages that appear dangerous or offensive. Special features in McAfee Total Protection 2012 include 2GB of encrypted online storage, so you can be assured that your images, documents, and spreadsheets won't be stolen by hackers. You'll also find McAfee's File Lock, which encrypts your key files into a password-protected vault, so files kept on your PC are locked down.

Most software security suites can be purchased to match the number of users/PCs you'll need to secure. Check out the vendors' websites to find a subscription that will work with your home or office. ●



Total Protection 2012 offers you encrypted storage and protection for your wireless network, in addition to all of the traditional anti-malware capabilities.

Within the Navigation Center, you'll be able to quickly access all the features of the McAfee security suite.





# Tips From The Help Desk

## Common Tech Questions

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A system boot failure can sometimes be due to faulty, mismatched, or loose memory. Check to ensure that you have the correct type of RAM, that the gold contacts are clean, and that the memory is inserted correctly in the slot.

**Q** Lately I've been seeing the dreaded BSOD (Blue Screen Of Death) a lot more than I used to. What can I do about that?

**A** The key to your question is the word "lately." What's changed? Have you recently added software or hardware? A new video card? More (or different) memory?

Typically, a BSOD is caused by such things as a bad device driver, a hardware conflict, or an error in the Registry. If you've recently added new hardware, it's possible that the driver is bad—or simply incompatible with your current version of Windows. Best bet? Remove the device and uninstall any application software or drivers that came with it. Give it a few days; if the problem seems to have been resolved, the new hardware may have been the culprit. Check with the manufacturer to see if the company is aware of any issues the product might have with your version of Windows—or with any other software you may be running.

If you've recently added memory, it's possible that the new RAM is causing your problem. Check to make sure that the memory is compatible with your PC.

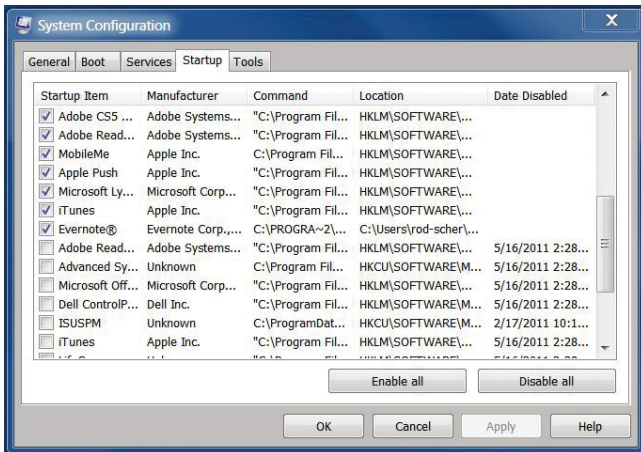
Swap memory sticks in and out, to see if one of them might be defective, and thus causing the problem.

Another common cause of the BSOD is that Windows is having difficulty booting from a corrupted hard drive. This is difficult to test unless you happen to have another drive handy and have had the foresight to image the suspect drive and then move the image over to the second drive. If you have done so (or can arrange to do so), try swapping the drives.

**Q** My computer seems to take forever to boot. Is there any way to speed it up?

**A** Sure, there are several ways. Your computer loads a number of behind-the-scenes applications and services during bootup, so one approach is to streamline that process. To do so, you'll want to modify your system's Startup options, possibly eliminating programs that start automatically but which are not often needed—of course, you can still start them manually if and when you do need them.

Before proceeding, back up your system. That way, if you accidentally remove or reconfigure something



important and things get ugly, you can get your system back to where it was.

Here's how to clean out your Startup folder: In Windows XP and Windows 7, find the Startup folder by clicking Start (or the Start orb) and All Programs. Click to open the Startup folder, and examine the contents, looking for programs that unnecessarily waste valuable startup time. In general, you don't need to keep programs in your Startup folder that you don't use often. You may also want to remove programs from the folder if you have quick access to them already (for instance, from the Start menu or a Desktop icon). Because the icons you see are not the actual program files, but shortcuts to the program, deleting an item from the Startup folder leaves it intact on your hard drive, but it prevents it from starting automatically each time you start your computer. (A handy way to eliminate a program from the startup routine while keeping quick access to it is to drag the desired shortcut from the Startup folder to your Desktop. You now have a Desktop shortcut to the program and, more importantly, the program won't consume valuable seconds of Windows' startup time.)

If you aren't sure what a program is or does, take the time to research it. Don't make hasty decisions about what to keep and what to discard. Instead, try to learn more about the application. Begin by right-clicking the program's icon, clicking Properties, and clicking the General tab; you might find clues to the application's purpose here.

There are other ways to speed up a computer, of course, and other ways to streamline your Startup process, but this is a good place to start.

**Q** I installed more memory, but now the system isn't booting up. What did I do wrong?

**A** Start by turning off your system and disconnecting the AC power cable from the computer before work-

Access the System Configuration utility by clicking the Start button or orb, entering **msconfig.exe**, and pressing ENTER. Select the Startup tab to see a list of all of the items that may be launching at startup, and thus slowing down your system.

ing inside your computer case. Ground yourself to prevent a static electricity discharge if you touch something inside the case.

It's easy to dislodge cables while working inside a computer case, so recheck all of the cables to make sure the connections are tight. Also, take a moment to check any of the expansion cards inside your case. Memory installations often flex the motherboard slightly, and this can sometimes be enough to move an expansion card in its slot and cause a short circuit. Make sure that each expansion card is installed evenly and completely.

Take another look at all of the memory modules, including the memory you just installed. Memory modules also should be seated evenly and completely, and you should see plastic clips locked into each side of every module. If problems persist, remove the new memory and see if the system boots from the original memory. If so, it may mean that the new memory is defective or incompatible with your system. Check the new memory specifications against your system requirements. ●

## BUYER'S GUIDE TOPICS

Each Smart Computing issue includes tons of tips and tricks for buying, maintaining, and troubleshooting computers and consumer electronics. Each issue also includes Issue Topics, in which we explore particular tech topics in several thorough articles. You'll find installation and troubleshooting advice in these pages, as well as tips for getting better performance. Below is a list of topics from the previous year. You can access all of our archived articles at [www.smartcomputing.com](http://www.smartcomputing.com).

September	2011	Technology Troubleshooting Guide
October	2011	The Small Office Server
November	2011	Affordable Office Tech
December	2011	TuneUp Utilities 2012
January	2012	Upgrade Your Network
February	2012	Laptops & Security Software
March	2012	Inkjet Printers & Keyboards/Mice
April	2012	Desktops & Monitors
May	2012	Networking & Memory
June	2012	Tablets & Laser Printers
July	2012	Projectors & SSDs
August	2012	Laptops & Security Software

## Maintenance Basics

# Clean Up Cable Clutter

**C**omputer cables make for a cluttered desk. Even if you have some wireless peripherals, such as mice and keyboards, your computer still has power cords, video cables, audio wires, and USB cables. Wayward cords can also be a tripping hazard if they hang below

or behind your desk. Here, we'll talk about how you can keep PC cables and cords organized.

## Tie 'Em Up

Many unsightly cord problems can be solved by simply bundling the pile of cables behind and around

your desk. There are a variety of tools you can use for the job, including cable ties, Velcro wraps, and wire clips. Many vendors offer push-mount cable ties that eliminate the sharp edges common to most wire ties, so the cable ties won't cut into any of your cords when tightened.

Note that not all cables should be tied together. For example, most power cables will naturally emanate electromagnetic interference that can degrade the signal quality of video and audio cables. As such, it's a good idea to separately tie power cords away from the A/V cables, USB cables, and Ethernet cable.

## Hide The Evidence

Now that you've got the cables organized, you can hide them from sight by routing the cables behind or underneath your desk. Concealing cables can be easy with the help of some desk accessories, such as a wire tray that fits under your desk or a surge protector box where you can stow your power cables and surge protector. To route the cables that run along your desk, consider some cable guides that you can attach to your desk, so that the visible cables are only strung where needed, rather than across the desk or around various desktop items.

Ideally, you can route the cables on the back or side of a desk that's next to a wall, because the wall will hide the excess cabling from view. For example, let's say that the left side of your desk butts against a wall. You could guide the cables behind the left side and along a desk leg to minimize the length of visible cord. If your desk is located in the open, you can install



Specialized cable wraps, such as the color-coordinated Velcro One-Wrap, are simple, inexpensive ways to arrange your cables and de-clutter your work area.





Cable wraps and devices such as this Wrap-N-Go from Targus are easy to install, and they can be removed and reused, which helps when you regularly need to move, rearrange, or untie cables.



a raceway (an enclosed conduit that snaps into place to hide cabling while still allowing access to the cables) that will keep your cables organized and out of the way.

### Long Cable Runs

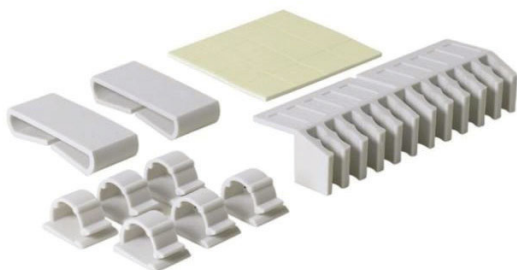
Depending on where your desk is located, some cords, such as power cords and Ethernet cables, may need to run along a length of wall or walls to reach your desk. For a clean look that will also prevent tripping hazards, consider investing in some plastic wall raceways, cable concealers, or other covers that let you discreetly run the cables along

For a clean look that will also prevent tripping hazards, consider investing in some plastic wall raceways, cable concealers, or other covers that let you discreetly run the cables along the wall.

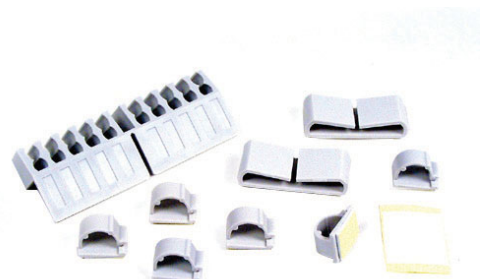
the wall. Many raceways are paintable, so you can match the color of the trim or a wall. Keep in mind that with power cables, you'll want to look for covers with self-extinguishing or fireproof materials to protect yourself against the possibility of electrical fires.

### Wireless Wonders

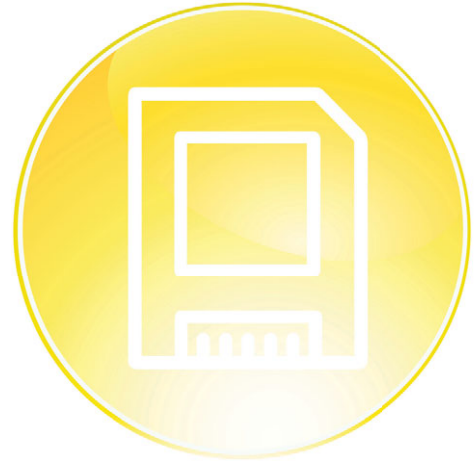
If you find that the sheer number of cables makes them difficult to organize, consider replacing some of your current peripherals with wireless models, such as your mouse, keyboard, printer, headphones, speakers, and microphones. ●



Belkin cable clips, which come with a self-adhesive mounting, will neatly hold up to 12 cables or cords, making it easier to route cables and keep your workspace uncluttered.



# Troubleshooting Reference: **MEMORY**



PROBLEMS WITH YOUR PC'S MEMORY, or RAM (Random Access Memory), can result in a variety of issues, including seemingly random freezes, crashes, and system errors. When you're seeing these types of issues, there are no obvious error messages that indicate something is wrong with the memory in your computer. Here, we'll show you how to discover if your RAM is the problem and give you some ways to fix it.

## Is It A Memory Issue?

The most common manifestations of RAM problems are operating system crashes or applications that hang or won't respond. If you're experiencing these issues, try running an anti-

virus scan with your security software just to be safe, because a virus can cause similar symptoms.

## Memory Analysis

Windows 7 includes the Windows Memory Diagnostics Tool, which will help you detect problems with your computer's RAM;. To manually run the utility, click the Start button, select Control Panel, and type **memory** into the search box. Select Diagnose Your Computer's Memory Problems under Administrative Tools, and you'll see two options. You can choose to have Windows restart right now and check the memory, or you can tell it to wait until the next time you reboot your PC.

If the Windows Memory Diagnostic finds errors, you'll see a pop-up that tells you where the memory failed. In this case, you'll likely need to replace the memory to fix the problem. If the utility detects no errors, no message will be displayed and Windows will go ahead and load your Desktop.

## Quick Fix

Nearly all PCs contain more than one memory module. It's possible that only one of the sticks of RAM is causing the problem, so try removing one and see if that fixes the issue. Continue switching out the memory until you find the memory stick that's causing the problem. ●

## Prevention

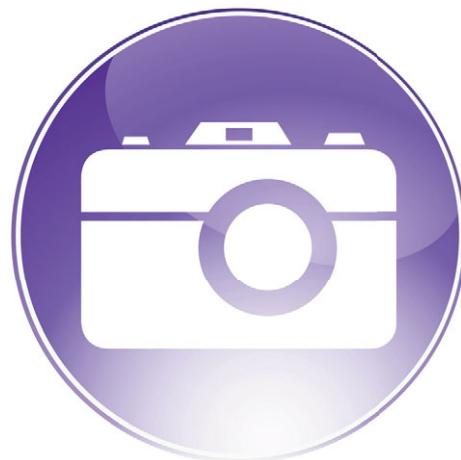
Some memory errors can occur when the modules are not securely placed in the socket. Therefore it's a good idea to occasionally open up your case and ensure that each stick is securely seated in its slot.

## Fix-It Checklist

When your PC's memory is causing problems, you'll need the following things to get it fixed up.

- ✓ Phillips-head screw driver to remove side panel or laptop panel
- ✓ A functional, up-to-date copy of Windows 7
- ✓ Users manual for your computer

# Troubleshooting Reference: **DIGITAL CAMERAS**



WE'VE COME TO RELY ON DIGITAL CAMERAS to capture the special moments in our lives. And if you miss a moment because your camera isn't working or produces poor-quality images, it can be frustrating. Here, we'll provide some quick tips for resolving a few of the most common issues.

## Clean Off The Lens

So you've just snapped a few photos of the family dog, only to find that most of them have been ruined because a certain pooch left his noseprints on the lens. The same problem can occur if dust builds up or when you accidentally touch the lens with your finger. Breathing across the lens and wiping it off with a soft, micro-

fiber cloth will remove most marks. For stubborn fingerprint oils, you may need to use a lens cleaner. Lenses typically have special coatings, so you'll want to avoid any household cleaning products that could mar the coating.

## Battery Life

When you first got your digital camera, the battery lasted for several hours before it needed to be recharged. But over time, a battery wears out; eventually, it may only give you enough juice for a few shots. If you're experiencing this problem, you'll likely need to invest in a new battery. If you see a white flaky material on the old battery, it's likely that it was leaking and that residual acid has corroded the con-

tacts. You'll need to clean the contact pads with a brush and fine sandpaper before you install a new battery.

## Shots Are Dark Or Off-Color

Many point-and-shoot cameras use small image sensors that have trouble gathering enough light in low-light environments. You may be able to compensate by switching to a shooting mode in which the camera opens the shutter for a longer period of time, but then the camera must be held steady to avoid blur. It may be easier to move the subject to a location where there is more light, or to better illuminate the scene by adding more light with a flash or by opening a curtain. ●

## Prevention

Digital cameras are fairly durable devices, but you'll want to keep them away from liquid, sand, and dirt. Liquid can short out the internal circuitry, while sand and dirt can scratch the lens and other parts inside the camera. The internal circuitry and glass lens (and internal mirror, if your camera has one) can also be damaged if you drop the camera, so remember to keep the neck strap on while using it.

## Fix-It Checklist

Here are the tools you'll need when troubleshooting a digital camera.

- ✓ Microfiber cloth
- ✓ Lens-cleaning solution
- ✓ Soft brush
- ✓ Fine sandpaper
- ✓ Backup batteries



## Troubleshooting Reference:

# SOFTWARE & OS UPDATES



THE PROCESS OF UPDATING YOUR PC and applications is a relatively straightforward one, but that doesn't mean that updates are always successful. In this article, we'll help you troubleshoot some common update and patch issues.

### Windows 7 Issues

When updating Windows, you may see an error message that indicates that Windows could not install an update. There are several possible reasons for this. If you haven't updated in a while, there could be a series of previous updates that need to be installed and one update that was installed out-of-order from the rest. Try manually installing the problem update. Click Start, select

All Programs, and click Windows Update. Select Check For Updates, and once the process finishes, click Install Updates and look for the one that was unable to install.

Another common issue arises when Windows won't install because you have too little free space. Try using the Disk Cleanup tool to regain some space. Click Start, type **disk cleanup** and press ENTER. Next, choose the drive where your operating system is installed, click OK, and follow the on-screen instructions.

### Failed Application Patches

One of the most common causes of a failed application update is a dropped or lost Internet connec-

tion. Unlike Windows updates (during which the operating system will remember where a download stopped), a dropped connection may prevent the application download from finishing. Check that your firewall is set to allow downloads, because it's possible that the firewall is preventing the download.

Be sure that the download matches the version of the program you own. For example, an update for the 2007 edition of Microsoft Office won't be a viable addition for those who own Microsoft Office 2010, and vice versa. If you continue to experience the error, report it to the software vendor and see if the company can help you. ●

## Prevention

Large downloads can take time and increase the risk of a dropped connection during download. Regular checks for updates will help to decrease both the size of the files and the time they take to download, because you'll be installing them more frequently.

## Fix-It Checklist

Here are the tools you'll need when updating an application or operating system.

- ✓ Installation discs for currently-installed programs
- ✓ Users manual
- ✓ Contact information for software vendor
- ✓ Functioning connection to the Internet

# Troubleshooting Reference: NETWORKING



A down, slow, or unreliable network can lead to significant downtime and frustration. Here, we'll help you troubleshoot a few of the most common network problems.

## Try The Power Cycle

When it comes to the physical network, there are two devices that can possibly fail: the router and the modem. Both have simple fixes. Turn them off, wait ten seconds or so, and turn them back on again. This "power cycling" will resolve many network issues. For example, the router may have had a problem renewing its IP address or releasing new IP addresses for the computers on your network. Restarting the router or modem resets

the device's software, often solving these sorts of problems.

## Examine Your Network Adapter

If that didn't solve the issue, check the PC's network adapter. The Network Diagnostic utility built into Windows 7 can renew your computer's IP address and ensure that the network adapter is enabled. To run Network Diagnostic in Windows 7, click the Start orb, select Control Panel, choose Network And Internet, and select Network And Sharing Center. Under View Your Active Networks, select the link next to Connections and click the Diagnose button. Windows will run a few tests to try and fix the problem.

## Weak Wireless Signal

Watch out for nearby devices such as microwaves, Bluetooth devices, baby monitors, and phones, all of which can cause interference in the signal. Move your router someplace where it's less likely to experience interference.

## Intermittent Connection

You'll want to check the physical connections to your router to see if all the cords are securely connected. A loose connection may explain why the Web drops intermittently. It's possible that the cable may have a cut or kink that causes a fault in the connection. Try replacing the Ethernet cable. ●

## Prevention

Wireless signal interference will typically be worse if the device causing the problem is close to the router. Try moving your router or PC to a different location, where the interference will have less of an effect. (And see "Troubleshooting Reference: Wi-Fi Connection" in this section for more information.)

## Fix-It Checklist

Here are the tools you'll need when troubleshooting your network.

- ✓ Extra Ethernet cable to replace bad or kinked cable
- ✓ Unused outlets for alternative locations to place wireless router
- ✓ Users manuals for routers and other networking equipment

# Troubleshooting Reference: **ALL-IN-ONE PCS**



IT'S A BIT MORE DIFFICULT TO TROUBLESHOOT an all-in-one PC than a desktop PC, because all of the internal components are tightly fit in the same case that contains the monitor. Thus, some hardware could be difficult to access and other hardware may not be reachable.

## PC Doesn't Display Anything

Examine the display for signs of power, such as a light or LED near the power button. Remove the peripherals, such as USB flash drives or memory cards, and restart; this will eliminate the possibility of a conflict caused by an external device. If the screen still doesn't display anything, turn off the PC and disconnect the power cord.

Wait for 10 seconds to ensure that everything inside the computer is reset and turn the computer on. An all-in-one that still won't boot up may need to be taken to a repair shop.

## PC Unexpectedly Shuts Down

When computers work hard the internal components produce more heat. The snug design of an all-in-one PC may make it difficult to vent the heat, especially when the PC is under heavy load, such as when playing a game or editing video. To fix the issue, you may need to turn off some programs that are running in the background and which may be contributing to the overheating problem.

## Wireless Internet Won't Connect

Verify that the PC's Wi-Fi is turned on. (You may need to physically flip a switch on the PC to enable it.) Try using a different Wi-Fi-enabled device to see if the Internet connection is down or if there's something wrong with the router. A working connection on another device would suggest that there's something wrong with the network adapter in your PC. Run the Network Diagnostic tool. Click Start, select Control Panel, choose Network And Internet, and select Network And Sharing Center. Under View Your Active Networks, select the link next to Connections and click the Diagnose button. ●

## Prevention

All-in-one PCs are like laptops: the hardware fits tightly in the case, which makes the entire system vulnerable to heat. To prevent heat-related damage, keep the all-in-one computer in a well-ventilated area, and check the vents to ensure that they aren't clogged with dust.

## Fix-it Checklist

Here are the tools you'll need when troubleshooting your all-in-one PC.

- ✓ Users manual for computer
- ✓ Can of compressed air
- ✓ Fan



# Troubleshooting Reference: WI-FI CONNECTION



INTERNET CONNECTIVITY HAS BECOME synonymous with “smart” when it comes to consumer electronics and appliances. But if your Wi-Fi connection goes down, you might have a hard time adjusting to a Blu-ray player that just plays Blu-ray Discs, a phone that only makes phone calls, and a tablet that just plays games. Follow these Wi-Fi connection troubleshooting tips to “smarten up” your favorite gadgets.

## Device Fails To Detect A Wi-Fi Network

The first thing you should do is find another Wi-Fi-capable device and attempt to connect to the Wi-Fi network. If the second device also cannot locate the SSID (Service Set Identifier), or Wi-Fi network name, then turn your attention to the wireless router.

Most routers have LEDs that indicate connection status, so consult your manual and determine if the router appears to be operating normally. The manual also provides instructions for accessing the configuration menu, so check this to make sure you actually have a wireless network up and running. Reset your security password if necessary. Make sure that your router is configured to broadcast the SSID, at least while you’re troubleshooting. (You may wish to stop broadcasting once the problem is resolved.) Also, check the wired devices plugged into your router to determine if the router itself is malfunctioning. Finally, restart

your PC and any device that has failed to connect to the wireless network. If the connectivity issue is isolated to a single device, disabling and re-enabling Wi-Fi may solve the problem.

## The Wi-Fi Network Is Working, But There’s No Internet

You may need to reset your Internet connection. Unplug the wireless router and modem. Next, plug in the modem and wait ten to twenty seconds for the lights to come on and then plug in the router. If your modem has a battery backup, you may need to press a recessed button to reset it. Check all Ethernet cables for loose connections and then try to find your Wireless network with your Wi-Fi-based devices. ●

## Prevention

A Wi-Fi network requires little maintenance. If you regularly maintain your PC, modem, router, and wireless devices, the network should continue to operate flawlessly. You may experience speed fluctuations if there are too many devices or appliances nearby that operate on the same frequency; minimize this problem by keeping your wireless router and Wi-Fi devices away from cordless phones, microwaves, wireless game controllers, Bluetooth devices, and even fluorescent lights.

## Fix-It Checklist

It’s helpful to have a few things on hand when your Wi-Fi network fails. Here’s a short checklist that’ll help you solve the problem.

- ✓ A spare device that supports Wi-Fi
- ✓ Wireless router or adapter driver discs
- ✓ Manuals for your router and modem
- ✓ Alternate Wi-Fi router
- ✓ Spare Ethernet cables
- ✓ USB Wi-Fi adapter

# Your Guide To New Technology

When you buy technology for your home or small office, a little research can go a long way.

That's why *Smart Computing* brings you news, reviews, and instructions for setting up the latest products each month. We keep you up to speed on computers, components, software, and the ever-growing world of online services. Our plain-English articles define unfamiliar, technology-related words so you can shop with confidence. What's more, *Smart Computing* shows you how to set up and use many of the products available today.

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# New & Noteworthy

*An eclectic assortment of tech and office items both useful and interesting, fun and practical. All of these are available at your local Staples store or on the Staples website, [www.staples.com](http://www.staples.com). Face it—you need some of these things!*



## Built NY Slim Neoprene Sleeve For Kindle Fire

Keep your Kindle Fire safe with the stylish, form-fitting, Slim Neoprene Sleeve ([www.builtny.com](http://www.builtny.com)) from Built NY. The sleeve has a plush inner lining that protects your Kindle from bumps and scratches.

## Samsonite Window Solar Charger

Whether you're at the office, in the car, or exploring the great outdoors, you can set Samsonite's Window Solar Charger ([www.samsonite.com](http://www.samsonite.com)) in direct sunlight and power your mobile devices. It's like free energy. From the sun. Is that cool, or what?

## Noetic Electric Friends

Let Noetic's Electric Friends ([www.noetic.com](http://www.noetic.com)) entertain wherever you go. Dock your iPhone or iPod in one of

these cute animals' tummies for a quick charge or to share your tunes via the high-quality speakers.

## The Joy Factory Zip Touch-n-Go

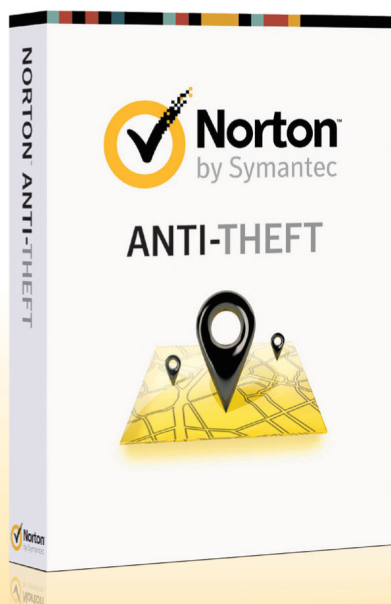
Charge all your mobile devices at once with the Zip Touch-n-Go ([www.thejoyfactory.com](http://www.thejoyfactory.com)) from Joy Factory. ZipTail receivers let you connect your device directly to the charging pad, thus reducing energy loss and resulting in quick charging sessions.

## D-Link Wireless N Nano USB Adapter

Remember those bulky Wi-Fi cards you used to plug into your computer? Or the smaller USB devices that did the job even more easily? Old hat. The Wireless N Nano Adapter ([www.d-link.com](http://www.d-link.com)) is fast, easy to set up, and very, very small. Just leave it plugged in, even when you travel.

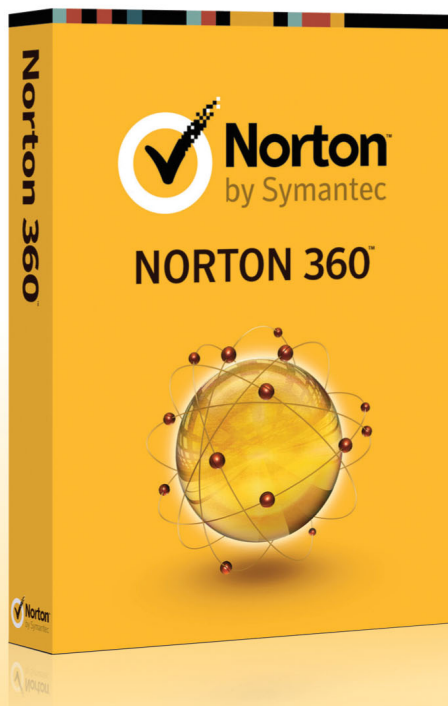


# Protect what matters with Norton.™



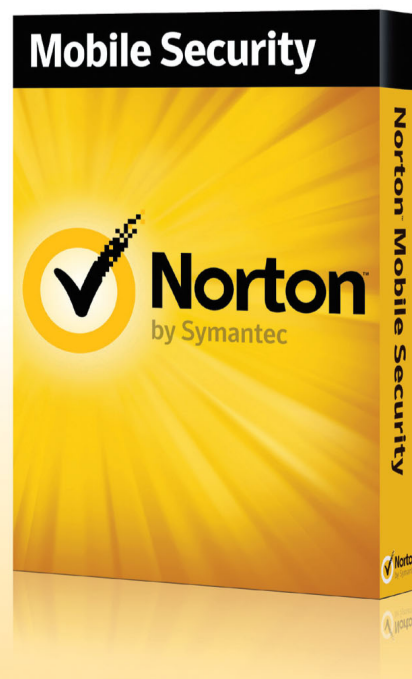
## Norton™ Anti-Theft

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## Norton 360™

Keep your computer, your identity, and your Stuff safe with powerful, easy-to-use protection from online threats and file loss.



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